

MAD

TAKES APART TECHNOLOGY



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CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Mark Fredrickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



We're told that the most miraculous thing about computers is their ability to store and feed back. The real miracle is that not one of the millions of facts they have stored away is the correct spelling of *terminal*. After hours and hours trying to correct the garble spewed out by some crazed silicon chip, we are bo

IF COMPUTERS ARE



...why do they assume you want to receive 800 identical copies of the same mail order catalogue?



...why do they spread the word that you're responsible for all of the 1983 and 1984 parking tickets issued to a car that you sold in 1981?



...why does the increasing amount of information they spew out to TV weathermen only make the forecasts more inaccurate?



...how come they're always telling you that you're making an error, but they can never tell you what it is?



...what is their logic in letting 14,000 murders go unsolved while they devote full time to nailing you on some old traffic warrant?



...why do they blithely pass along a ridiculous meter reading that makes your monthly electric bill higher than the one for Yankee Stadium?

back millions of bits of information. But in MAD's opinion, that's not the most miraculous thing about computers. The of our name, or our accurate address, or a single smidgen of data about us that is completely right! As each of us wastes pound to wonder how that much stupidity can be produced with such unfailing regularity. Thus, we ask...

RE SO BRILLIANT...

WRITER **TOM KOCH** ARTIST **GEORGE WOODBRIDGE**



...why can't they report your correct wages to the I.R.S., especially when it's a known fact that the I.R.S. will always believe a computer and assume the taxpayer is lying?



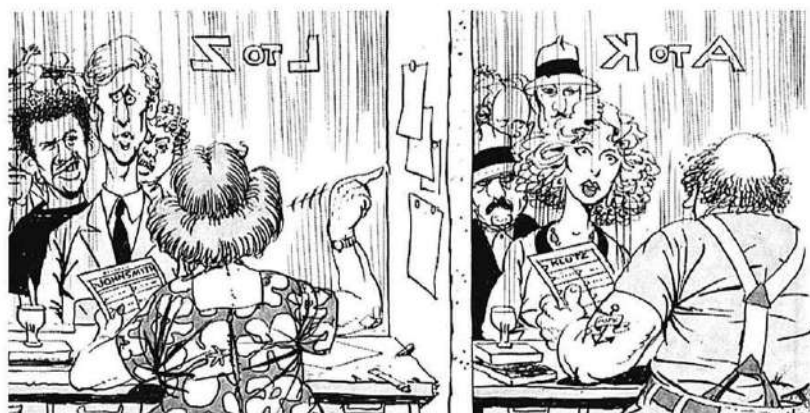
...why can't they find someone to write a computer instruction manual who knows how to put together a simple sentence?



...why do they invariably select the phone numbers of the elderly, the unmarried and the childless to receive their annoying calls about diaper service?



...how do they figure that your bank balance could have dropped from \$1,854 to \$18.54 during a month you didn't make any withdrawals?



...why do they insist that "JOHNSMITH" is all one word, and must be alphabetized under "J" until its poor owner gets around to acquiring a first name?

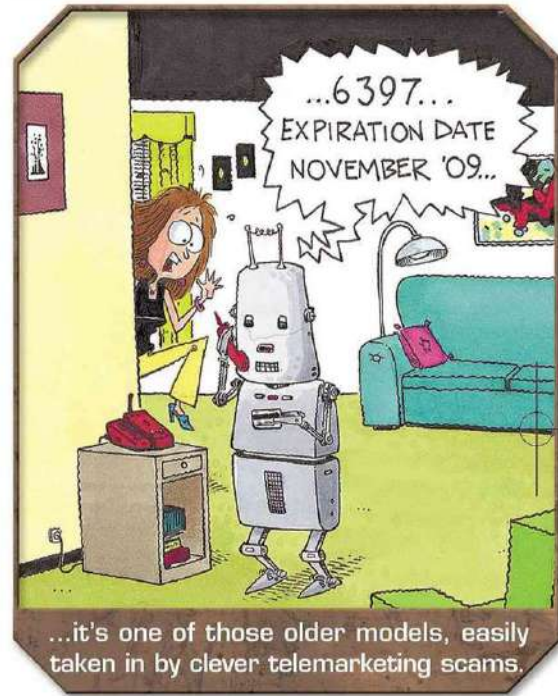
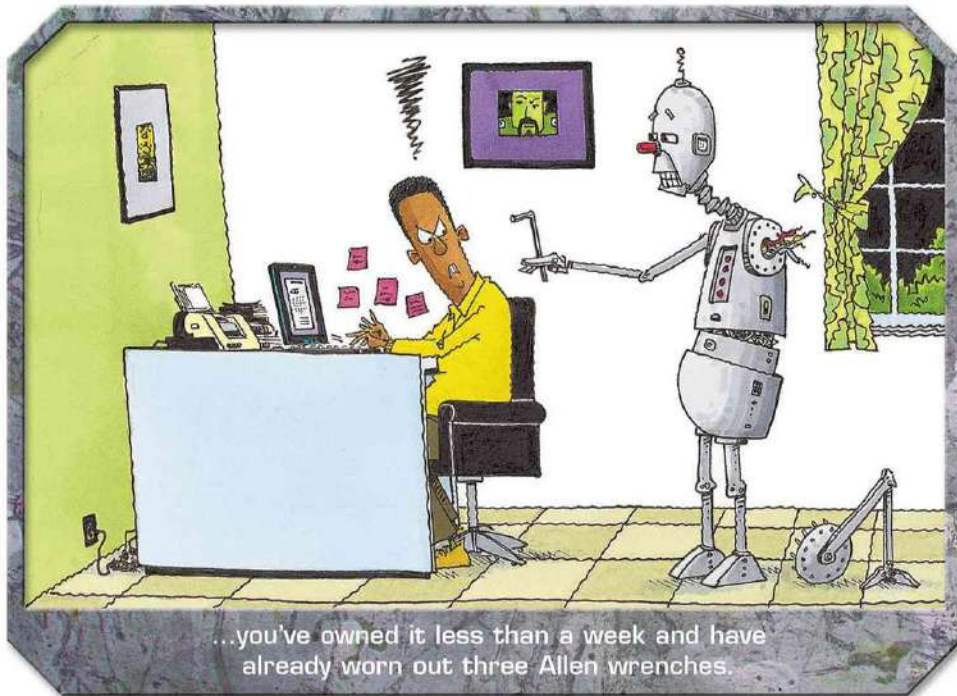


...why do companies that install them immediately have to hire lots of extra employees just to correct computer errors?

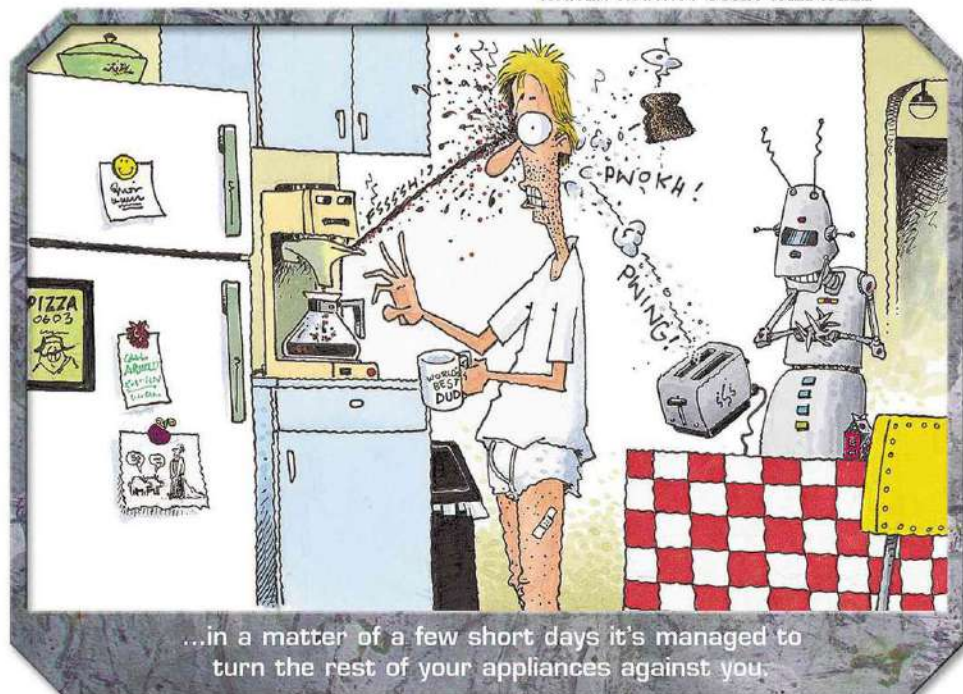
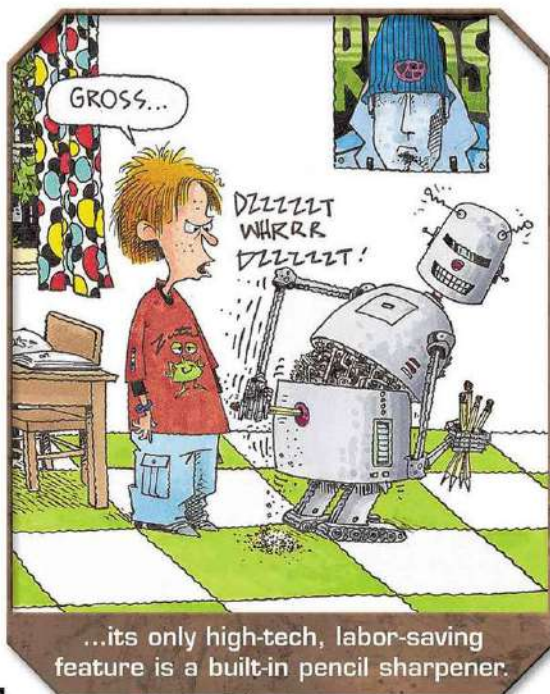


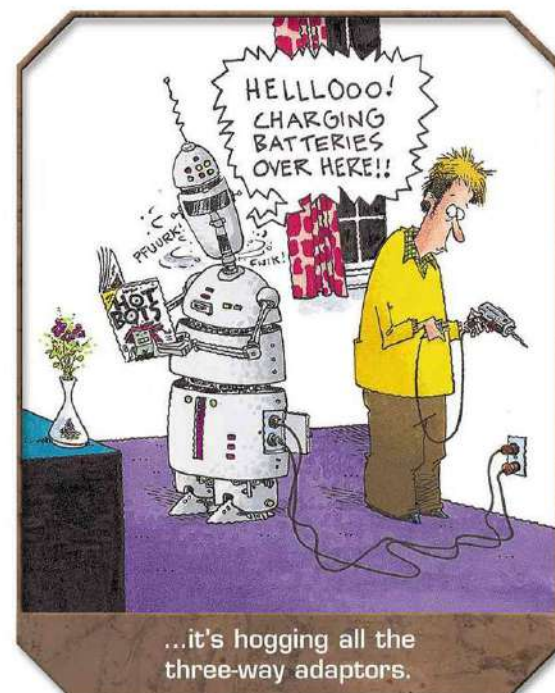
Robots are slowly taking over the jobs that humans used to do—from building cars to hosting *Entertainment Tonight* (unless we're wrong about Vanessa Lachey). And it's only a matter of time before these freakin' androids are working in our homes too! And then what happens? Uh...Actually, we're not sure. Man, we could really use a robot to finish this stupid intro for us! While we go back to the lab, why don't you read...

JOHN CALDWELL'S YOU'VE DEFINITELY BOUGHT THE WRONG ROBOT IF...

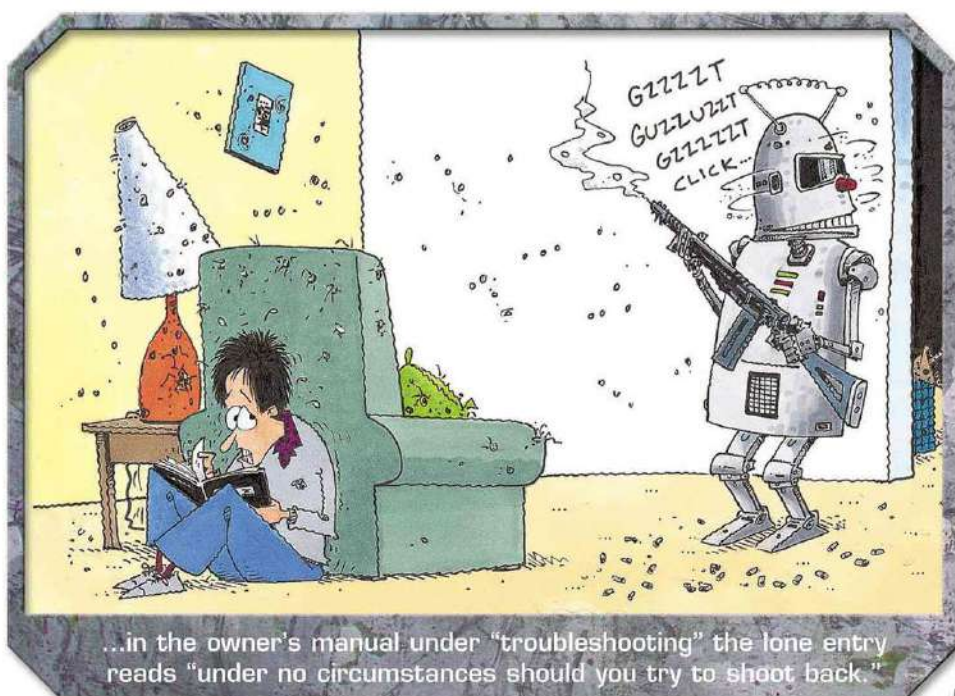
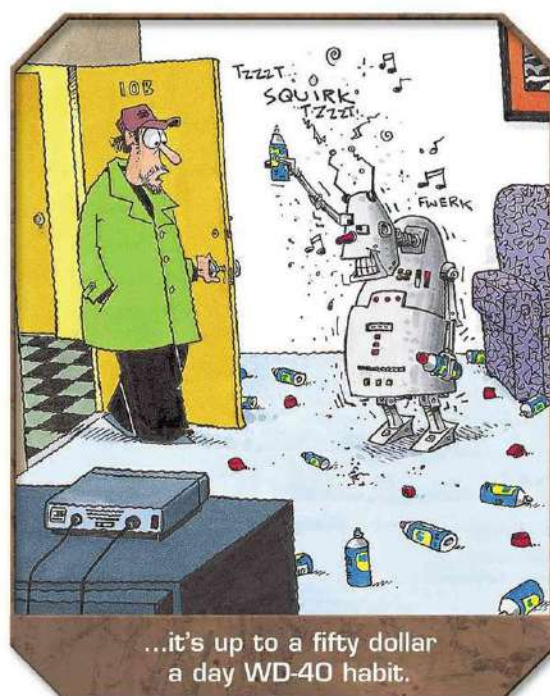
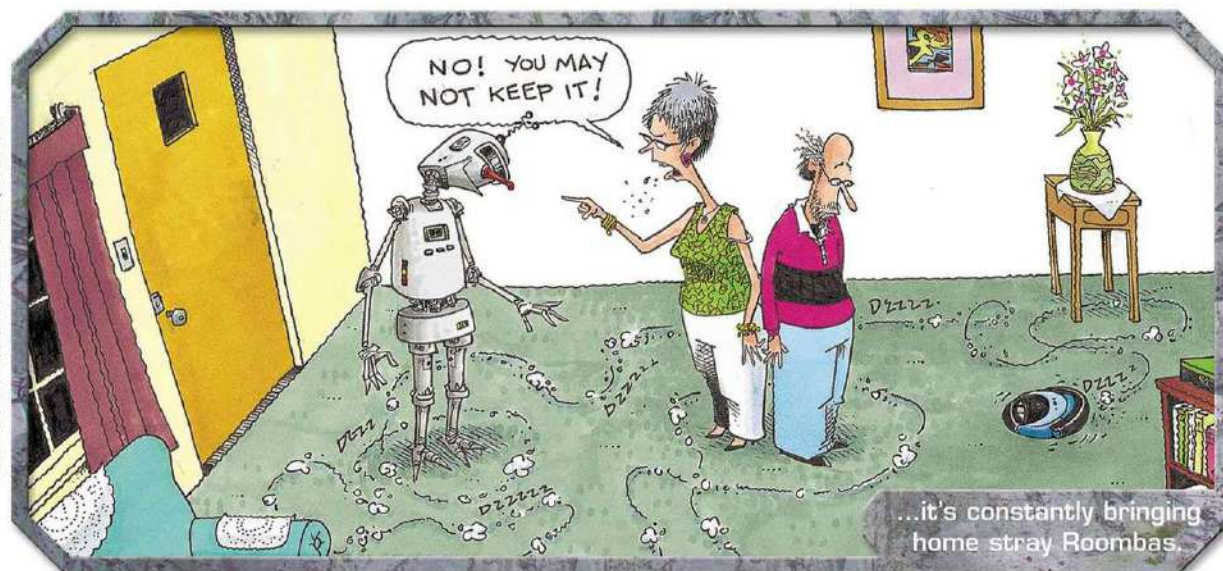


WRITER & ARTIST JOHN CALDWELL



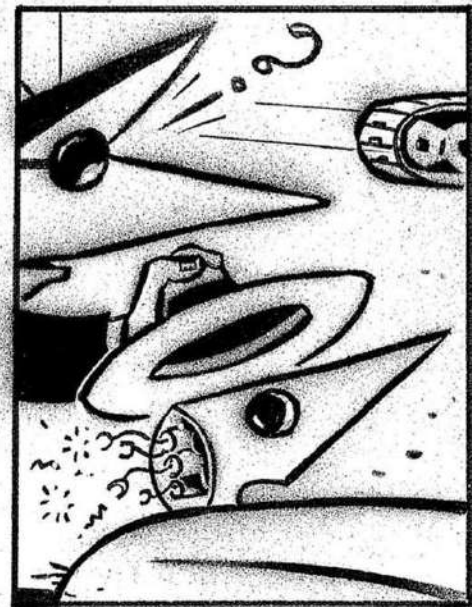
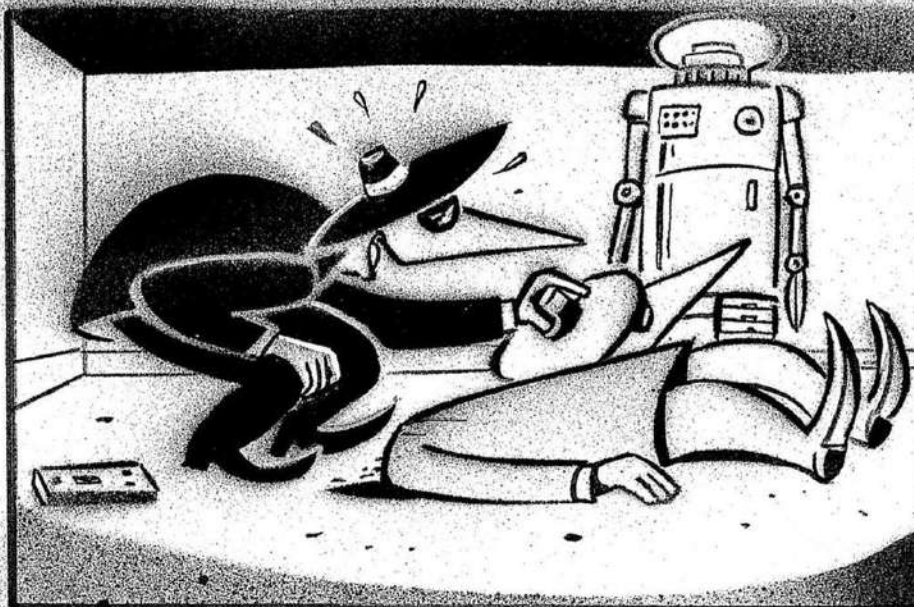
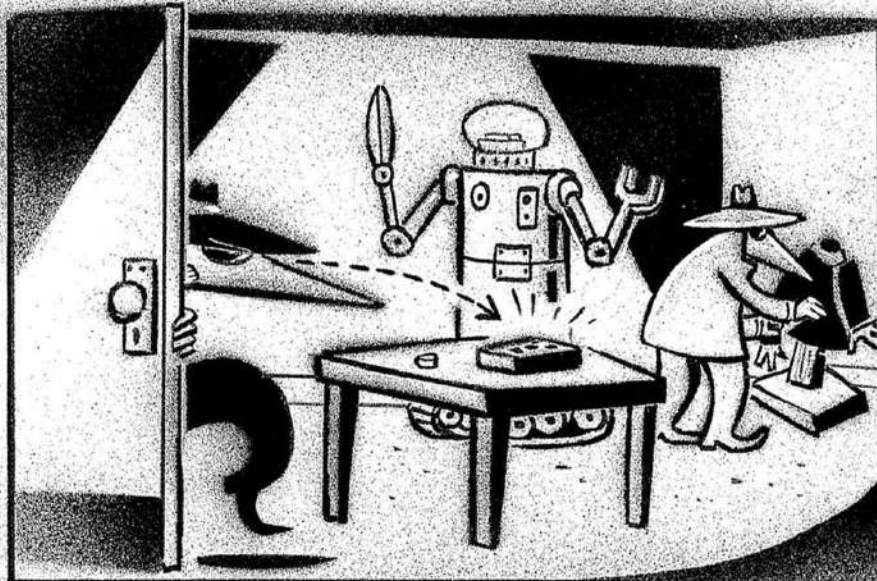
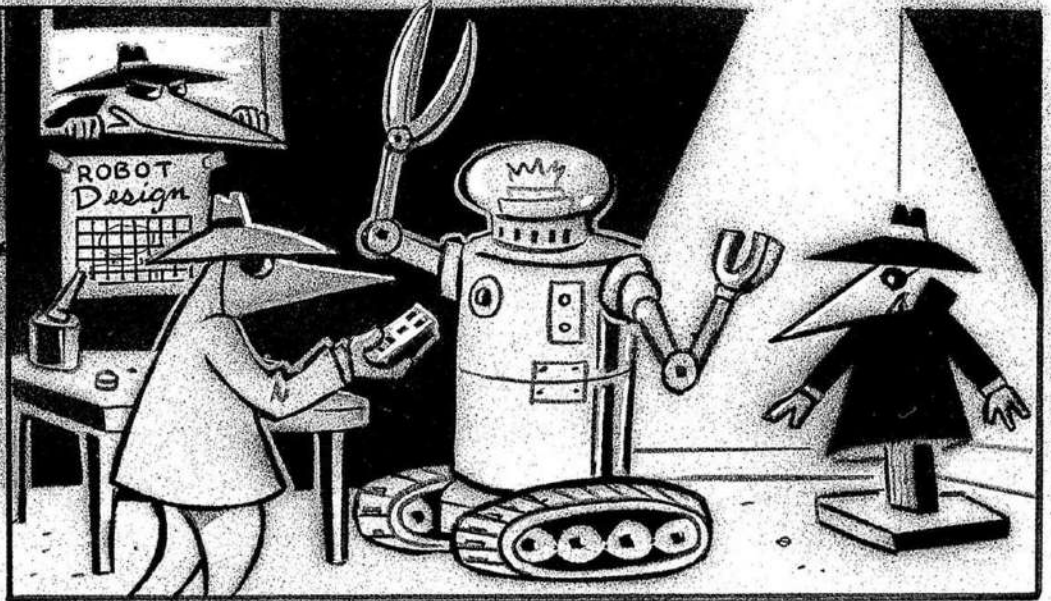


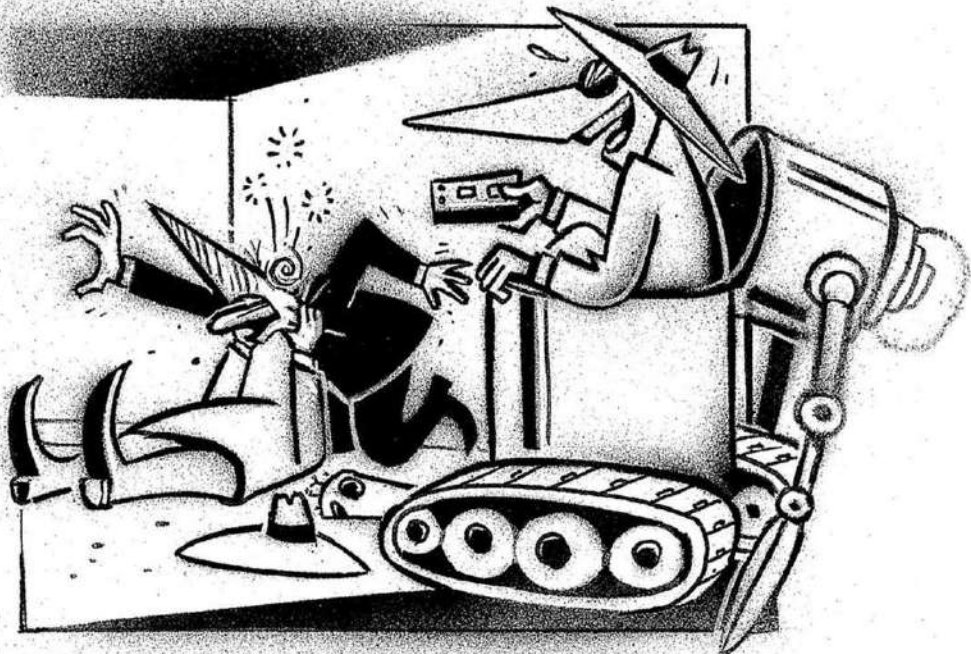
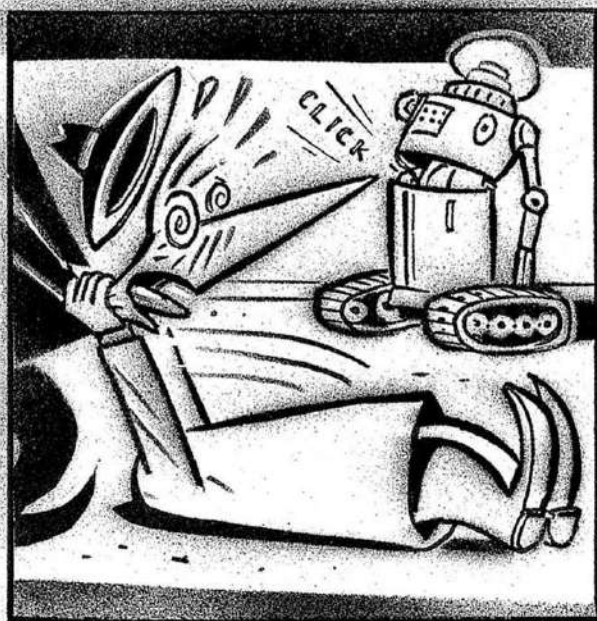
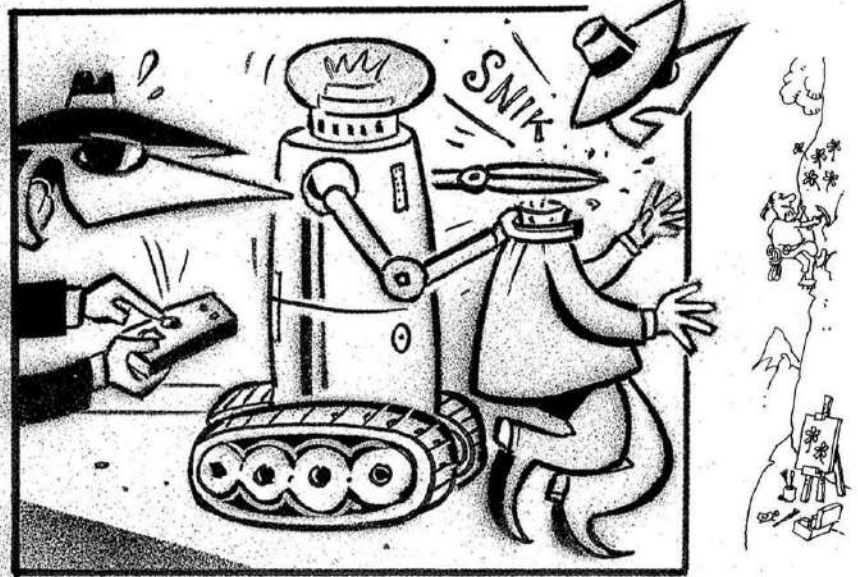
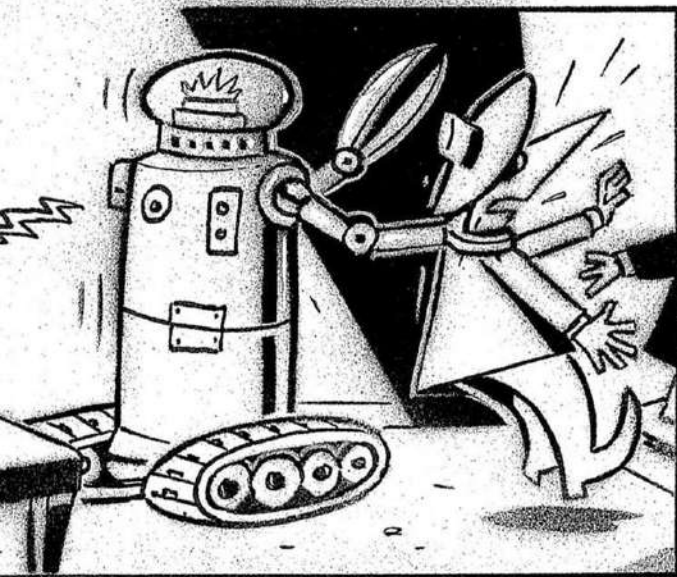
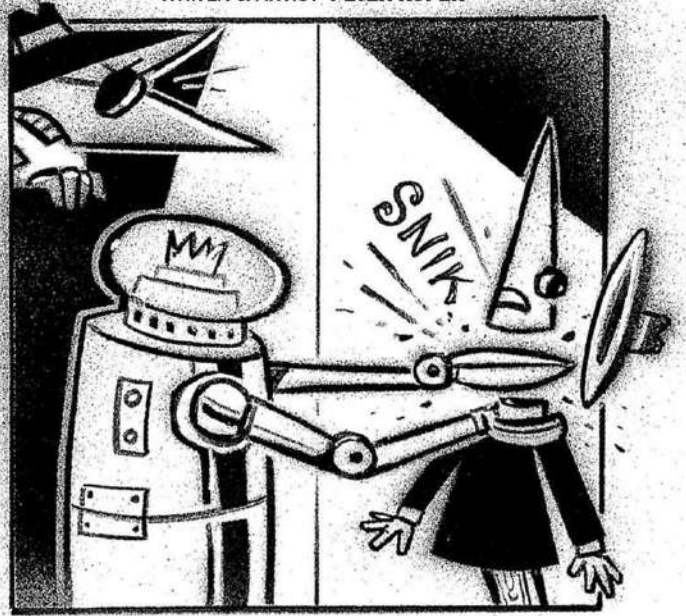
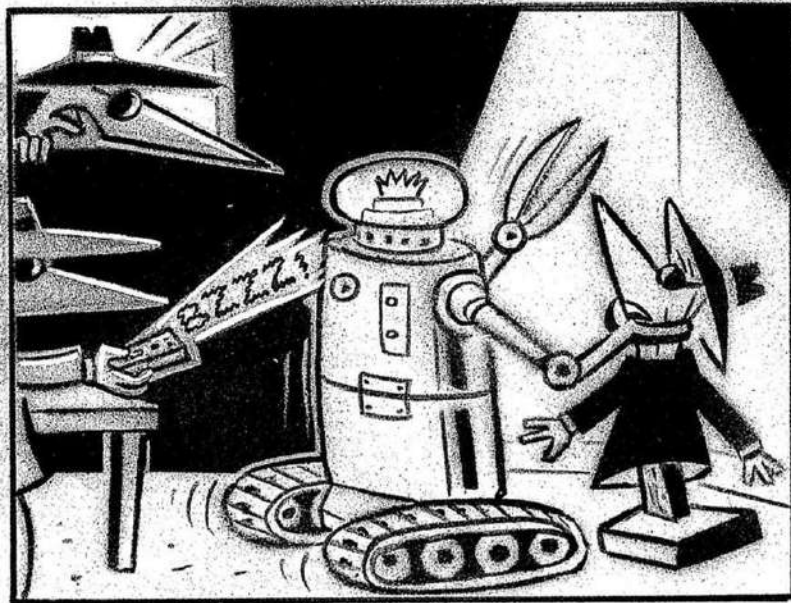
ORIGINALLY PUBLISHED IN MAD #476, APR 2007





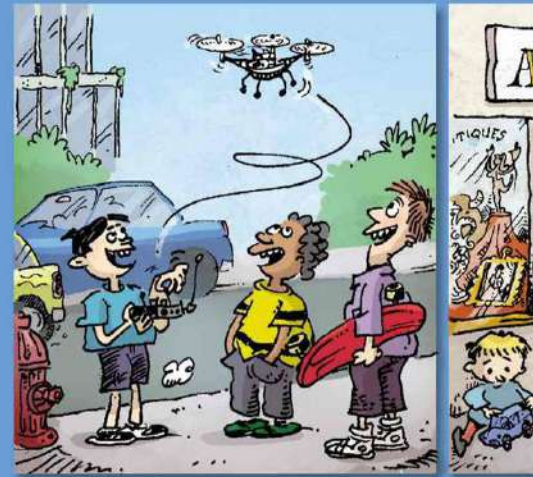
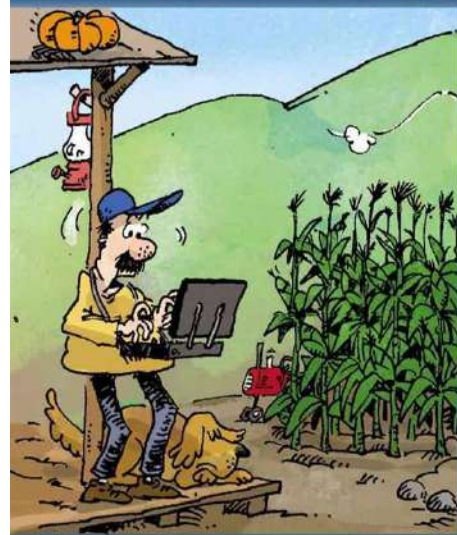
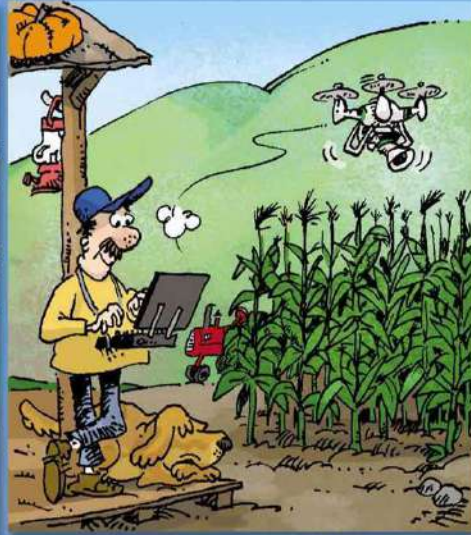
SPY VS SPY





SERGIO ARAGONES
 Presents

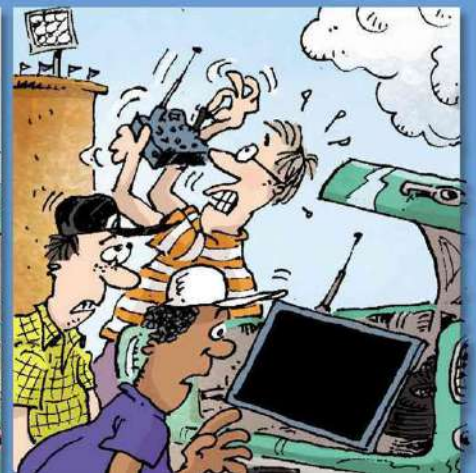
A MAD LOOK



AT DROWES



WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **JIM CAMPBELL**





ORIGINALLY PUBLISHED IN MAD #544, APR 2017





DRAWN OUT DRAMAS

BY

SERGIO ARAGONES



Talk about dumb! Doomsayers around the globe foaming at the mouth and insisting "the end is near." Survivalists stocking up on pork 'n' beans and Cheese Whiz so they can stay alive until the end of February. TV commercials with dreary music depicting power outages, horrific traffic jams and shortages of everything from water to toilet paper. Predictions of bank failures, plane crashes and chaos everywhere. Yet, in the end, when the big ball drops on New Year's Eve, it will turn out to be just another payday for Dick Clark. (Unless, of course, we're wrong, in which case—could you spare some Cheese Whiz?)

ARTIST
TOM BUNK





**MORE GRIST FOR THE
MILL-ENIUM DEPT.**

After reading about the Y2K "panic" way back in 1999 (okay, maybe just the previous page), you now believe that the Y2K problem isn't such a big deal—that not only will life go on, but your day-to-day existence might actually improve! And that makes you feel good, doesn't it? Well, guess what? **WE LIED!** When that ball drops on Times Square and the computers all go down, life is going to suck with a sucky, suckiness unlike any other suckage you've ever experienced, and not just for all the obvious reasons (planes falling out of the sky, your bank account disappearing, no more access to online porn), but for all these...

OTHER Y2K PROBLEMS GUARANTEED TO MAKE YOUR LIFE MISERABLE

WRITER **MIKE SNIDER**
ARTIST **MONTE WOLVERTON**



Severe coffin shortage from all the cult wackos who decide to "catch the Mother Ship" just before the "deadline."



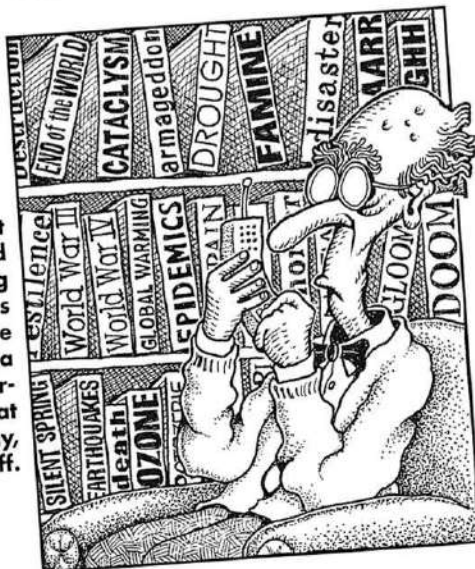
Widespread rioting in hospital maternity wards by fathers-to-be competing for the coveted "First Baby of the New Millennium" trophy.

ORIGINALLY PUBLISHED IN MAD #388, DEC 1999



Vomit-clogged city streets from amateur drinkers all out for their once-in-a-lifetime binge on the same night.

Thousands of prominent scientists, sociologists and commentators all calling in "sick" for months on end, so they won't be confronted by the media about their "by-the-year-2000" predictions that turned out to be way, way off.



Drug company 800 number info lines will be overwhelmed with idiot callers wanting to know if their "time release" medication has been adjusted for the century turnover.



Phone lines jammed as millions of East Coasters call the West Coast and use their three-hour edge to ask "How does it feel to be living in the last century?"



13 THINGS YOU NEVER WANT TO HEAR FROM A COMPUTER TECH SUPPORT GUY



Hello, my name is Bob, and I'm an alcoholic.

Pentium? Gigabyte? Try speaking English, man!

I always find that the Holy Spirit guides me to the answers of every problem, so hold on while I get my Bible!

So you say it is plugged in? Well, I'm stumped!

Hey, wait a minute, I know that screen name! Aren't you the jerk who keeps kicking my ass on Xbox live?

This is off the subject, but did you know that the letters in your name can be arranged to spell "Snail Vomit"?

It seems to me that your problem goes deeper than simply the internet connection. Tell me about your relationship with your father.

Well, did you ever consider that the screen is supposed to freeze up for ten minutes?

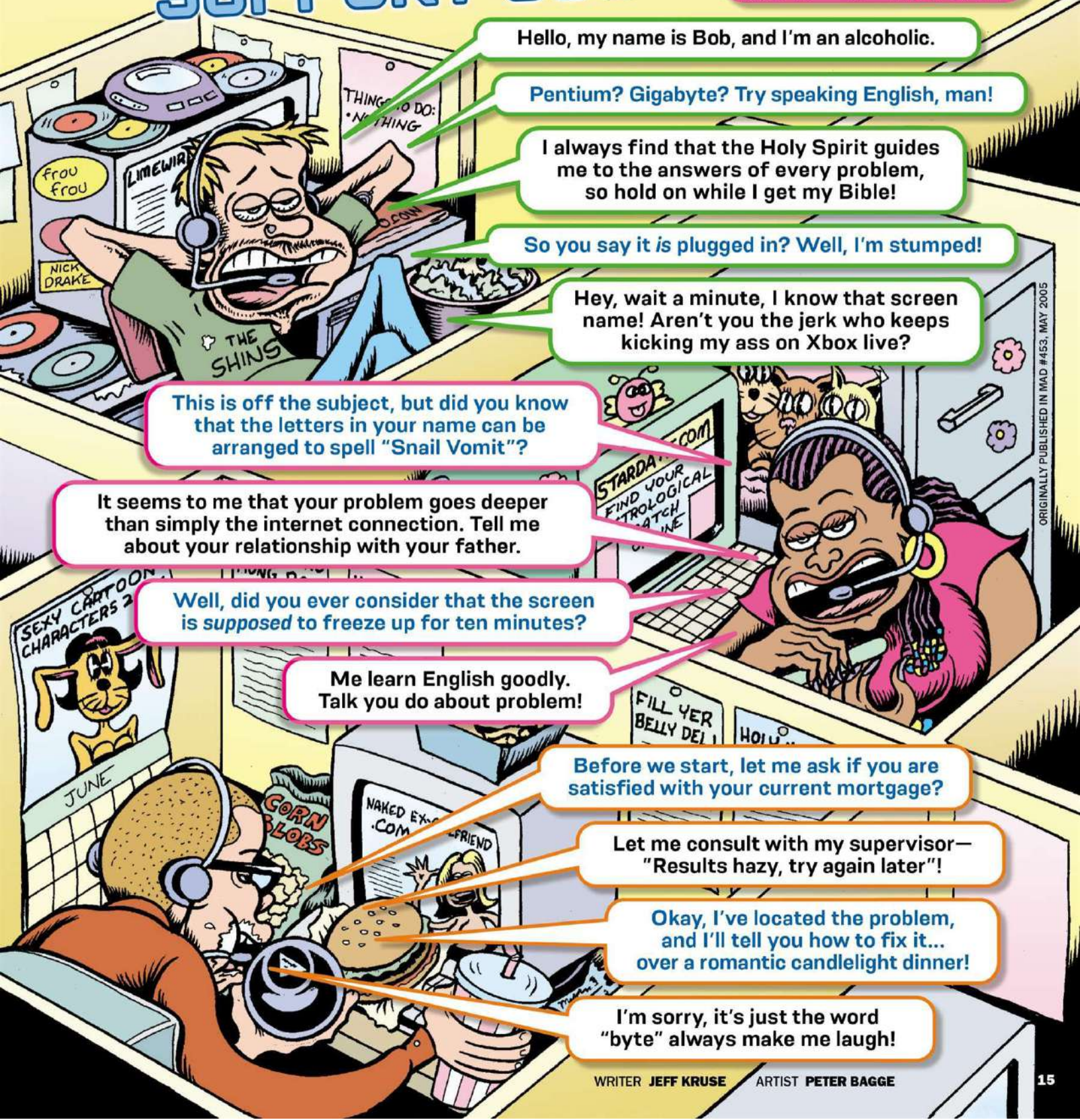
Me learn English goodly. Talk you do about problem!

Before we start, let me ask if you are satisfied with your current mortgage?

Let me consult with my supervisor—"Results hazy, try again later"!

Okay, I've located the problem, and I'll tell you how to fix it... over a romantic candlelight dinner!

I'm sorry, it's just the word "byte" always make me laugh!





BEHIND THE CREATE BALL DEPT.

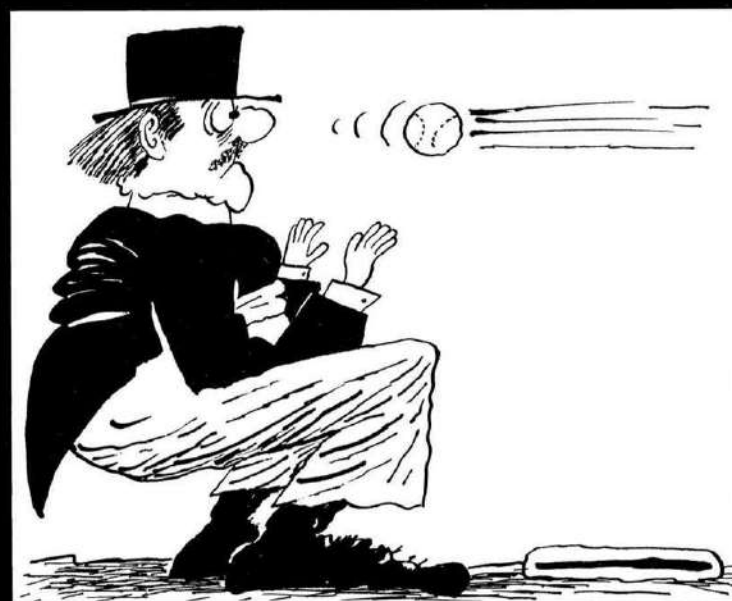
Now, a look at the moment before the creation of...

SMALL BUT SIGNIFICANT INVENTIONS OF THE PAST

WRITER & ARTIST PAUL PETER PORGES



The Chimney



The Catcher's Mask



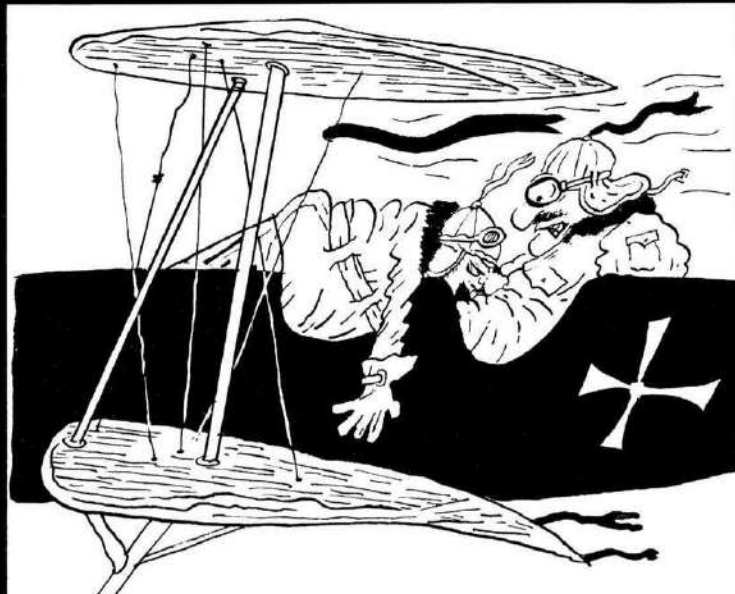
The Wallet-Sized Photo



The Magnetic Game Board



The Spare Tire



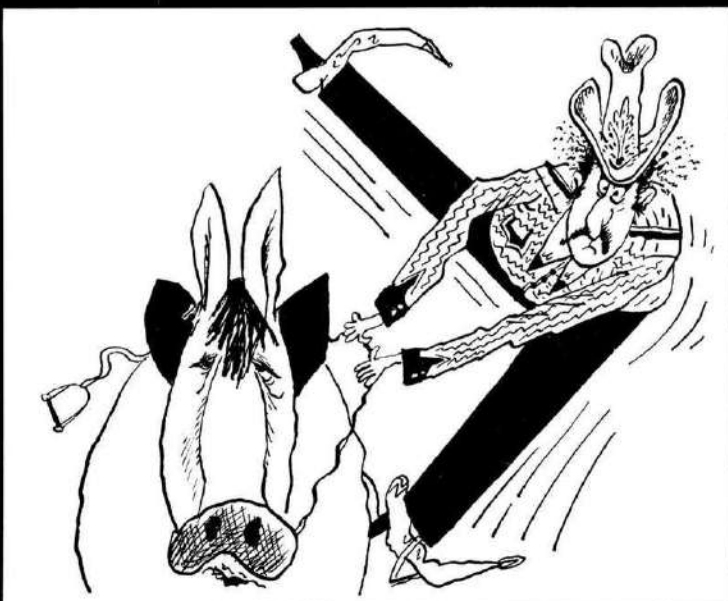
The Barf Bag



The Tea Bag



The Windshield Wiper



Fabric Softener



The "Hold" Button

ORIGINALLY PUBLISHED IN MAD #314, OCT 1992



SEE, GEE, AYE! DEPT.



Indiana Jones? Unforgettable! **E.T.?** A masterpiece! I've always introduced audiences to **exciting** new characters in **captivating stories**. Until now. **This time**, I've grabbed a few hundred ideas and put them on the screen as random peekaboo Easter eggs for 3 nanoseconds apiece. I used to create **classics**, but **this uninvolving hodgepodge of IP Bingo** is my...

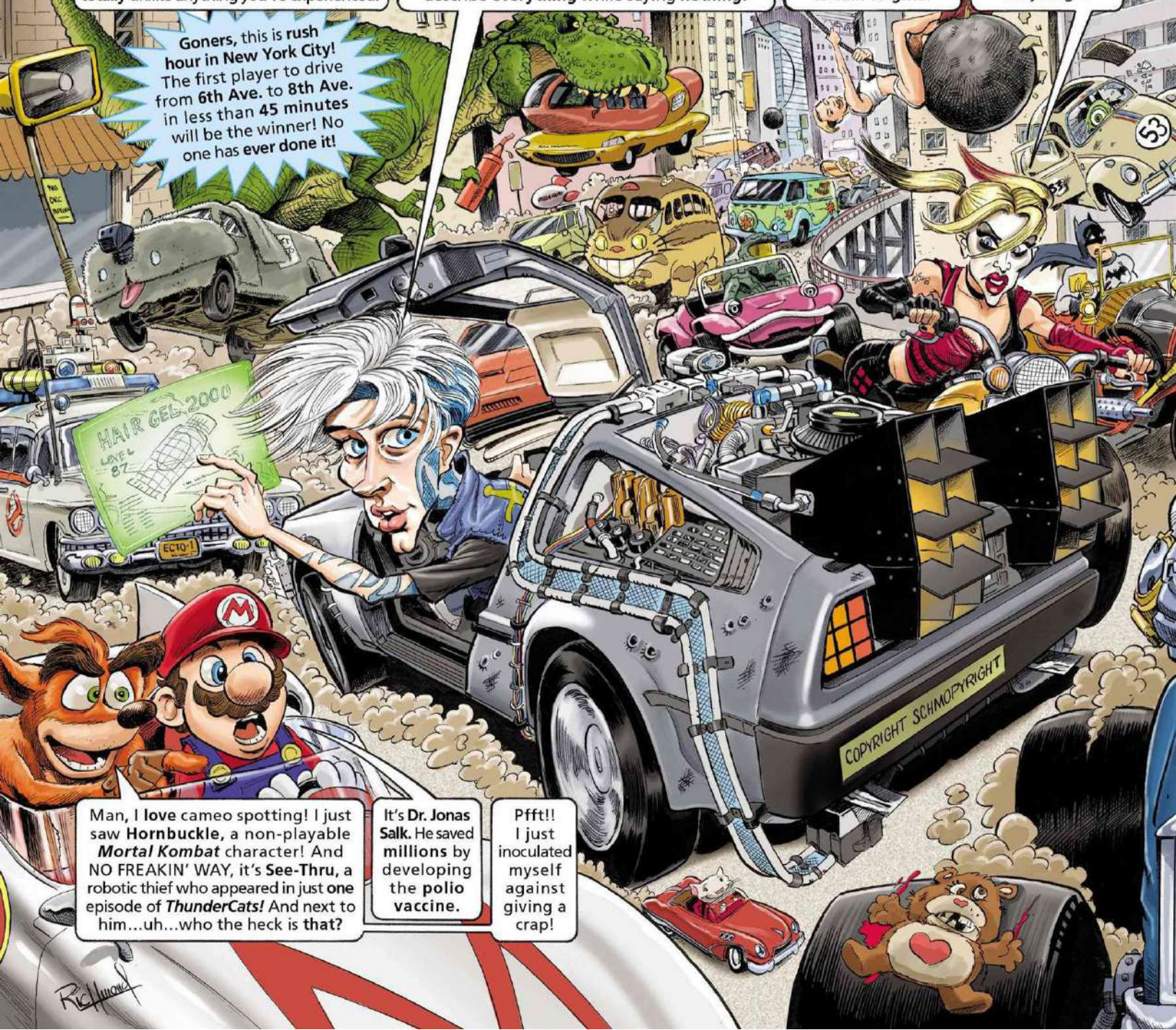
Welcome to a reality unlike **anything** you've experienced! Here in 2045, we distract ourselves from a depressed economy by staring at screens made by **abusive corporations** and retreating into **fantasies** that mean more to us than our own **empty lives**...okay, maybe it's not **totally** unlike anything you've experienced.

It's called **the Hiatus**. It's worth a trillion dollars and was created by two men, **James Hideaway** and **Begdan Borrowed**. They showed us we can go **somewhere** without going **anywhere**. People join the Hiatus for all the things they can **do**, but **stay** for all the things they can **be**! And whoever wrote this **craptacular** script proved you can describe **everything** while saying **nothing**!

My real name is **Weird Whatsis**, but what matters is my online avatar, **Farcical**! He represents the limits of my imagination. He also makes it possible to talk to **girls**!

So you could have made your avatar look like **Chris Hemsworth**, but you went with **post-apocalyptic Ellen DeGeneres**? Way to go.

Goners, this is rush hour in New York City! The first player to drive from 6th Ave. to 8th Ave. in less than 45 minutes will be the winner! No one has ever done it!



Man, I love cameo spotting! I just saw **Hornbuckle**, a non-playable **Mortal Kombat** character! And **NO FREAKIN' WAY**, it's **See-Thru**, a robotic thief who appeared in just one episode of **ThunderCats**! And next to him...uh...who the heck is that?

It's **Dr. Jonas Salk**. He saved millions by developing the polio vaccine.

Pfft!! I just inoculated myself against giving a crap!

Richard

MESSY LAYERED ONE

Hello, I'm **James Hideaway**, and if you're watching this, I'm dead. And if you **keep** watching this, you'll soon wish **you** were dead! I left this message to announce a contest, which I've dubbed "**The Contest**." Okay, maybe it's not an inspired name, but...I'm dead!

Before I died, I created an **Easter egg**. The first person to find it will inherit my stock in this game, a **half-trillion dollars**, and control of the **Hiatus**. In the form of my avatar **Anowreck**, I created **three keys** with **three hidden tests**.

Oh look, a **reclusive oddball genius** sets up an ill-defined game where a **worthy player** can inherit control of his **strange business empire** if he can figure out his logic and survive the **dangerous challenges**! Tell me more!

*Let's agree
This guy's me
In this film of no
imagination!
They just hacked
My whole act,
What a blatant
im-i-tation!*

YEAH!

DAMN RIGHT!

YOU TELL 'EM, WONKA!

My name is **Itch**, and my friend **Farical** is the ultimate video game character! He's got the skills of **Cortana**, the fortitude of **Kratos**, and the personality of a **Tetris brick**!

Here are my **other two** online friends, **Mosquito** and **Shmoe**. Or maybe it's the other way around. Either way, you'll spend their roughly 6 minutes of time on screen **not wondering**!

Yo!

'Sup!

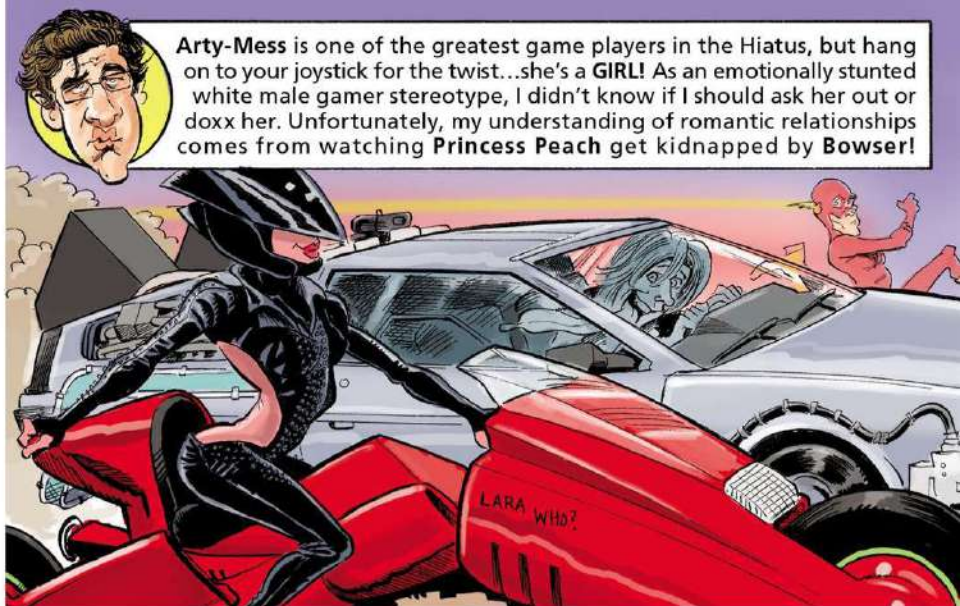
Okay, that's enough out of you guys. I bet you all have great backstories in the **novel version** of this that I'm not going to read.

I'm **Arty-Mess**, and if you don't count thousands of fans busting a nut over the return of **Iron Giant**, I'm the love interest!

WRITER **DESMOND DEVLIN**
ARTIST **TOM RICHMOND**



Now **this** is the real me, **Weird Whatsis**. My aunt Whatsername and I are mired in poverty, but every day I put on my wireless VR goggles, laser recognition scanner, and tactile exo-sensory gloves, and log in to my virtual reality **Hiatus** account. If only we had money for food!



Arty-Mess is one of the greatest game players in the **Hiatus**, but hang on to your joystick for the twist...she's a **GIRL!** As an emotionally stunted white male gamer stereotype, I didn't know if I should ask her out or doxx her. Unfortunately, my understanding of romantic relationships comes from watching **Princess Peach** get kidnapped by **Bowser!**



I know I just met you, yet I...I **love** you. Sort of like how I love **Jessica Rabbit**. I know she's not real, yet I get so excited thinking about her **enormous--**

Ew! Are you kidding me? That is **beyond repulsive!** **Objectifying** women is one thing, but to **lust** after an artificial character construct--

I was going to say, "I get so excited thinking about her **enormous** love for **Roger.**"

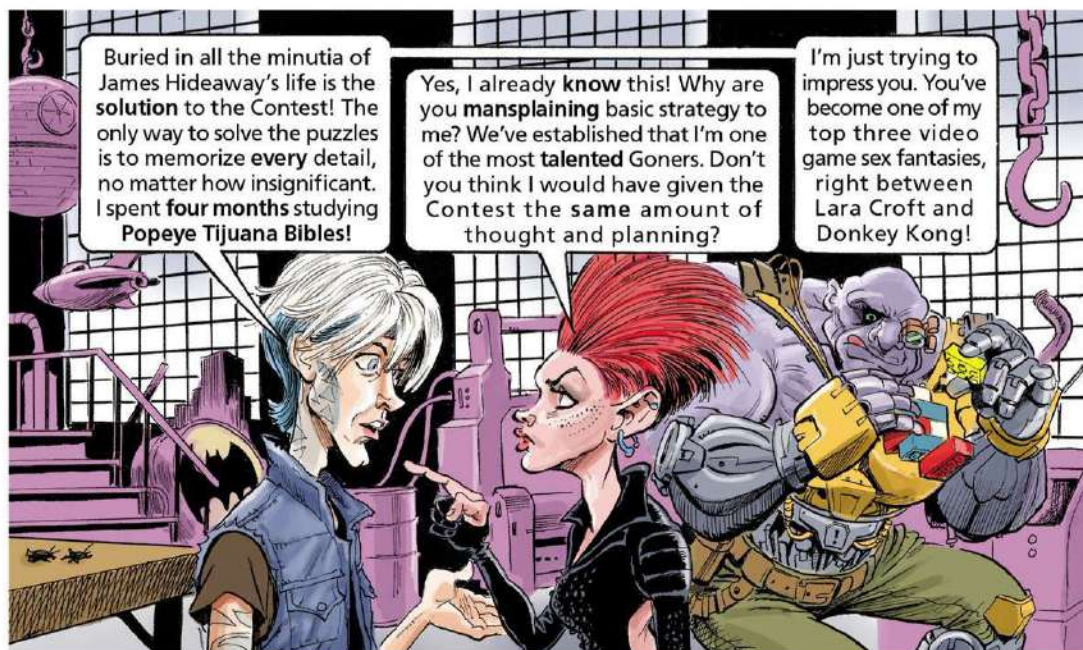


This looks **brutal**, but remember, it's nothing but **pixels** and virtual 1's and 0's! It's not as if real people are **dying**. It's sort of like the way a certain **U.S. administration** used to think about **Puerto Rico**.

Every single player **lost**, and most of them are **dead!** But at least there's one **silver lining!**



1-877-Kars-4-Kids! K-A-R-S, Kars-4-Kids, donate your car to-daAAAAYYYYY...



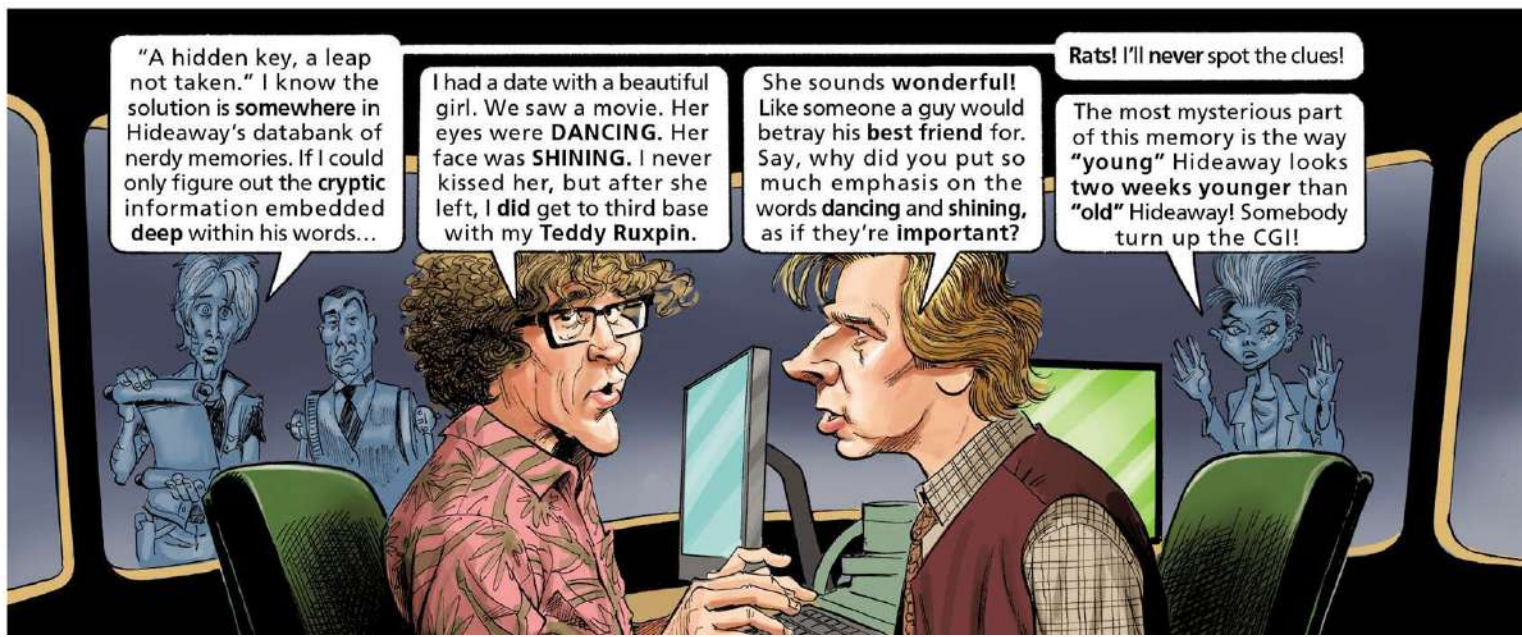
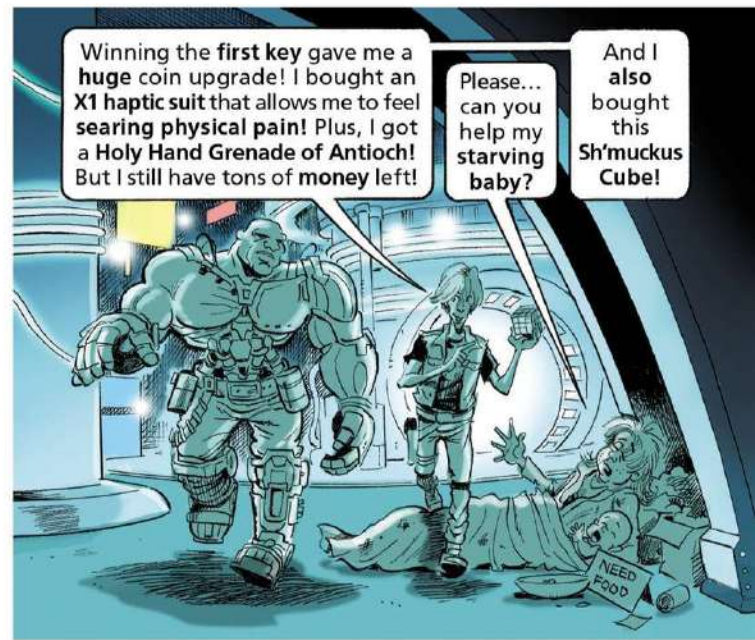
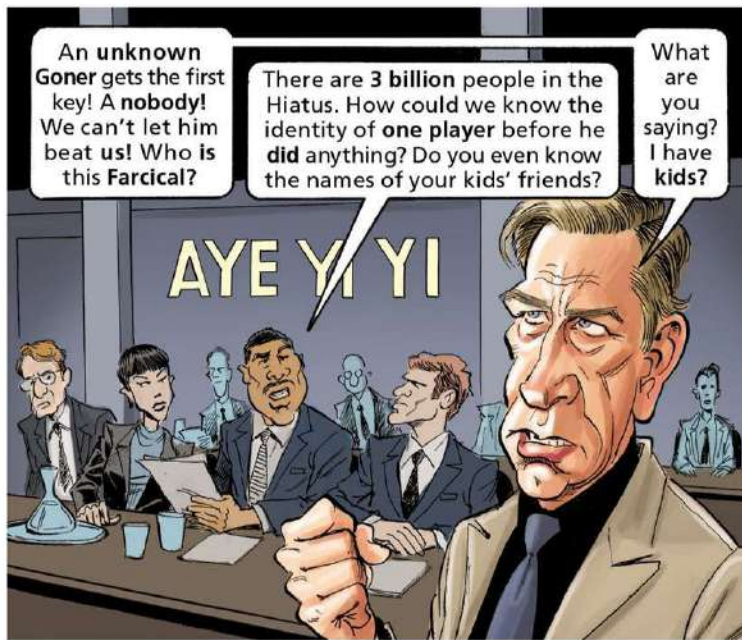
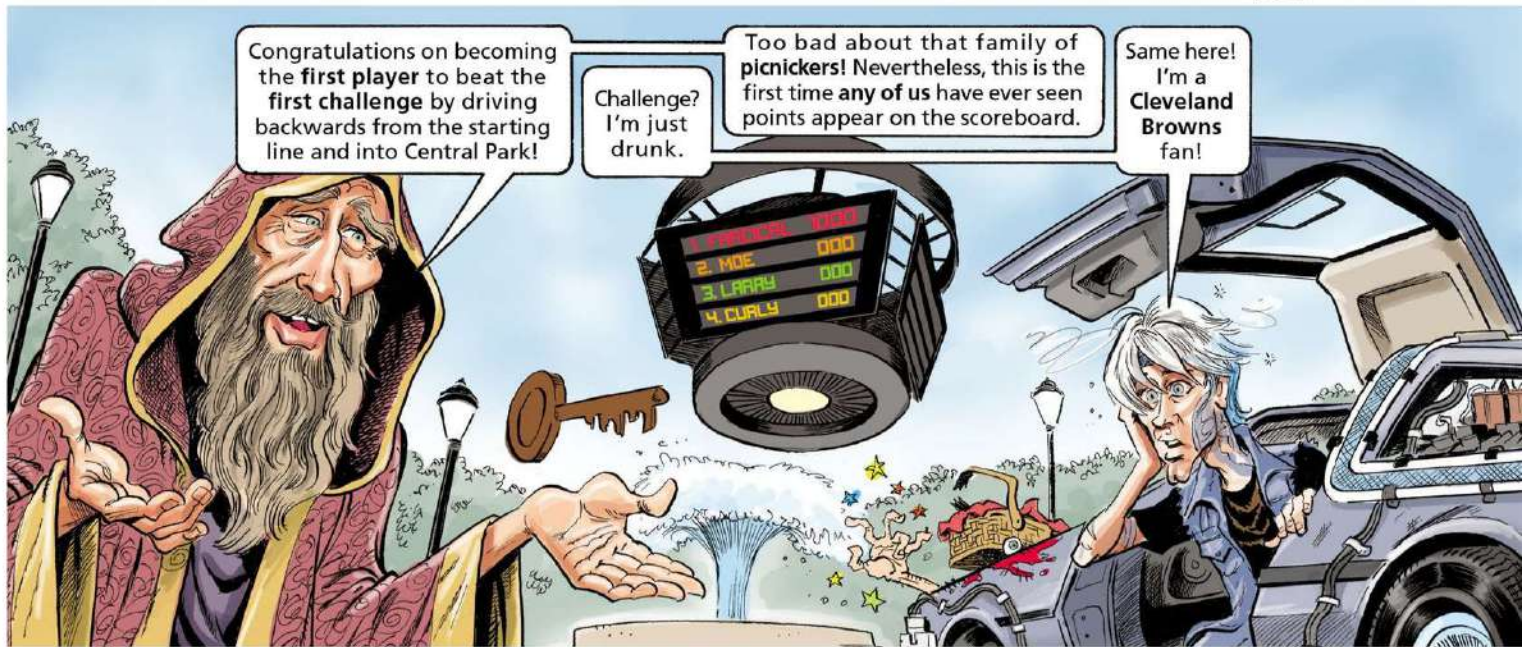
Buried in all the minutia of **James Hideaway's** life is the **solution** to the **Contest!** The only way to solve the puzzles is to memorize **every detail**, no matter how insignificant. I spent **four months** studying **Popeye Tijuana Bibles!**

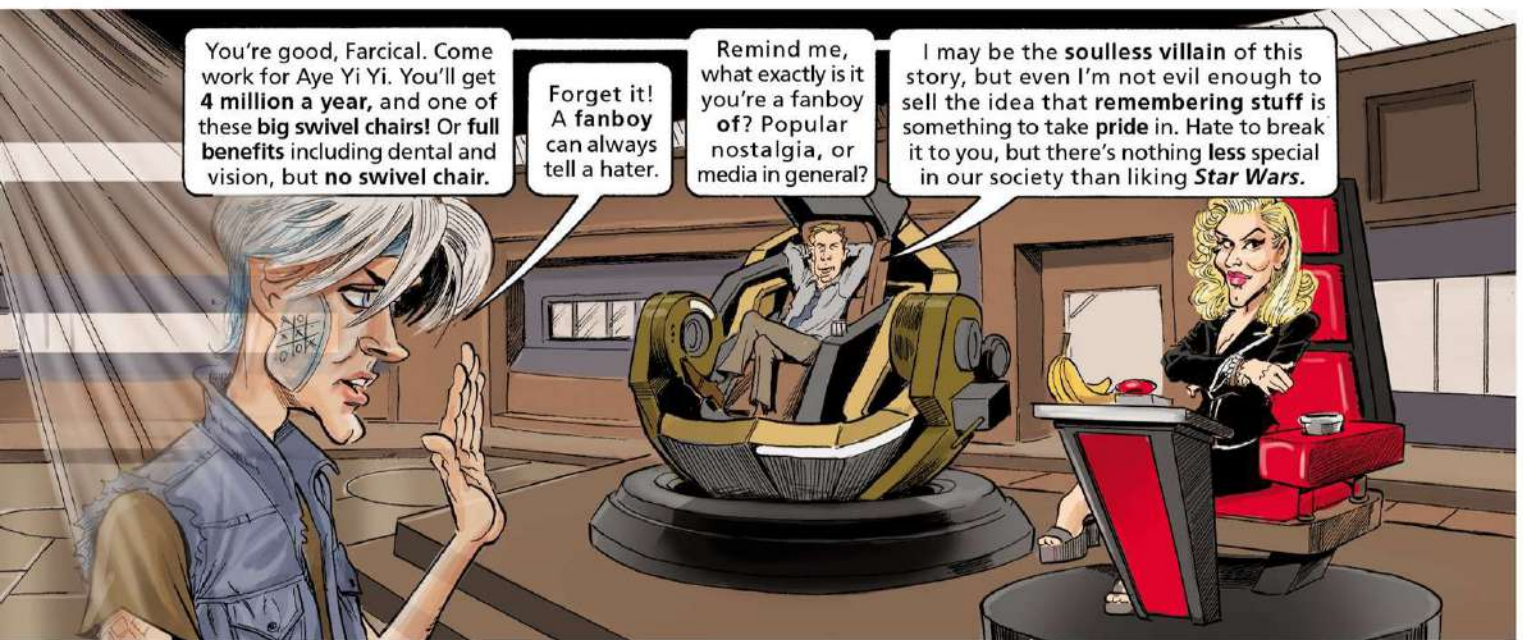
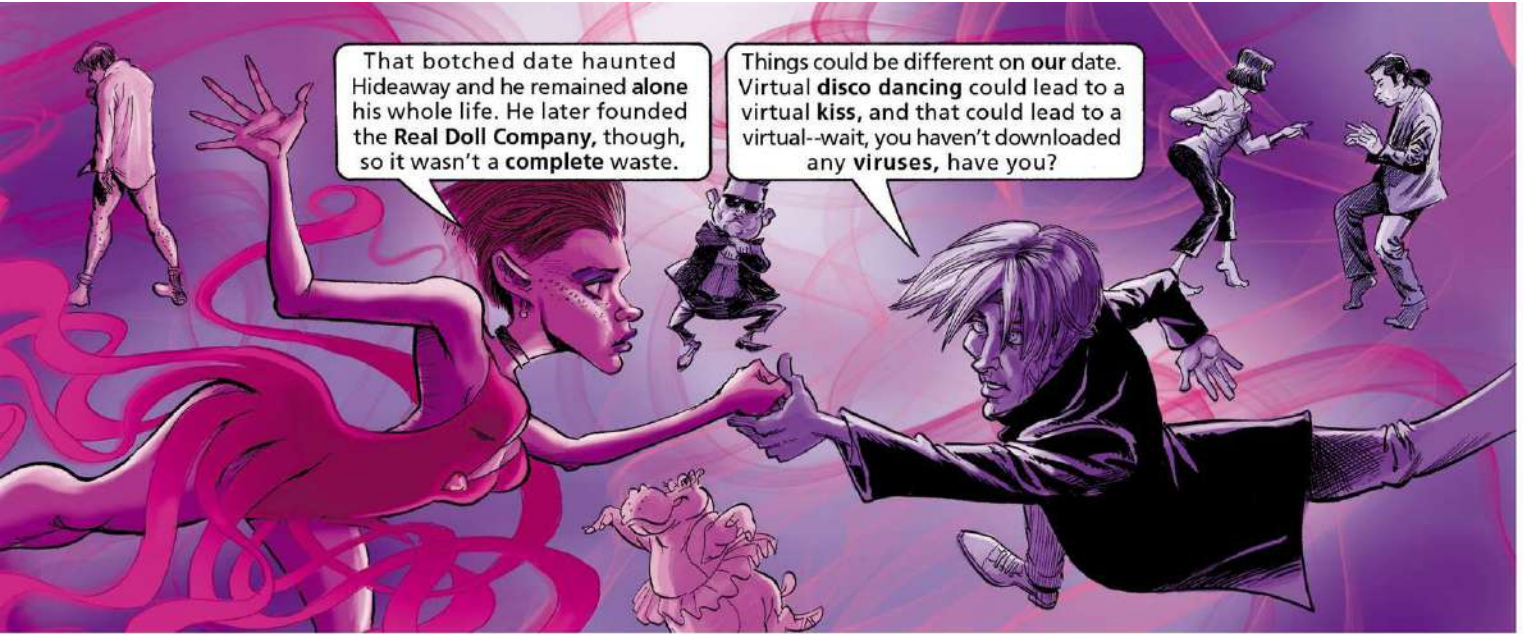
Yes, I already **know** this! Why are you **mansplaining** basic strategy to me? We've established that I'm one of the most **talented Goners**. Don't you think I would have given the **Contest** the same amount of thought and planning?

I'm just trying to impress you. You've become one of my top three video game sex fantasies, right between **Lara Croft** and **Donkey Kong!**



"I'm trying to save water by peeing in the shower, but all these extra showers seem wasteful."







The **second** key is in Hideaway's favorite movie: *The Shining*! But they never should have put two little girls in charge of this year's blood drive!

They'll need about **46,000 lemons** to get the stains out of this unsettlingly designed carpet!



Ewww! It's the rotted old lady from the bathroom scene!

Actually, I think it's present-day Jack Nicholson!



Wait, somehow we've morphed inside *The Breakfast Club*. What happened?

I realized I was taking an unacceptable **risk** by showing my audience a scene from a much, much better movie!



Hey, I think we're in *Good Morning, Vietnam*!

That's good!

That's bad!

Now we're talking!

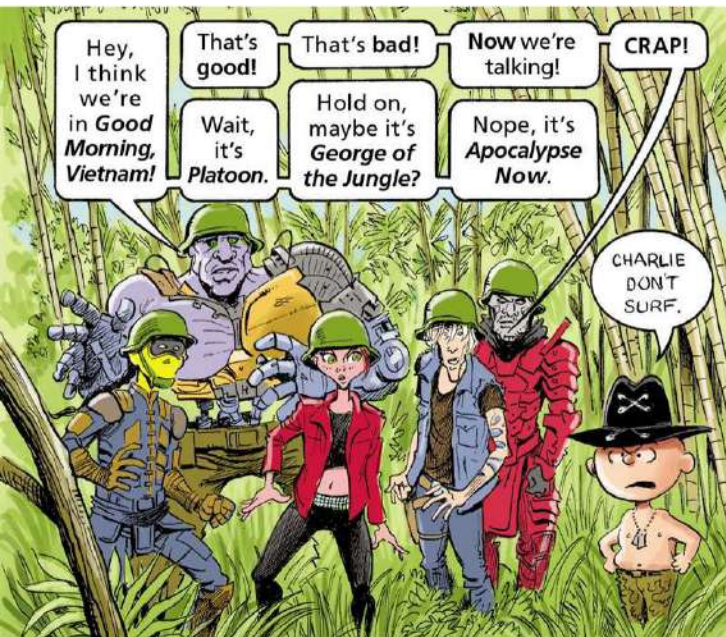
CRAP!

Wait, it's *Platoon*.

Hold on, maybe it's *George of the Jungle*?

Nope, it's *Apocalypse Now*.

CHARLIE DON'T SURF.



While they were trapped in an '80s movie loop, we captured and caged **Arty-Mess**. Now the last **challenge** is playing the obsolete *Adventure* console game! We'll force Arty-Mess and the rest of our sixers to play until they win, or die!

Yeah, we're going **old school**! That's what I like!

Old school? You mean you like the **Atari 2600** gaming system?

A little further back. We're talkin' **slavery**!



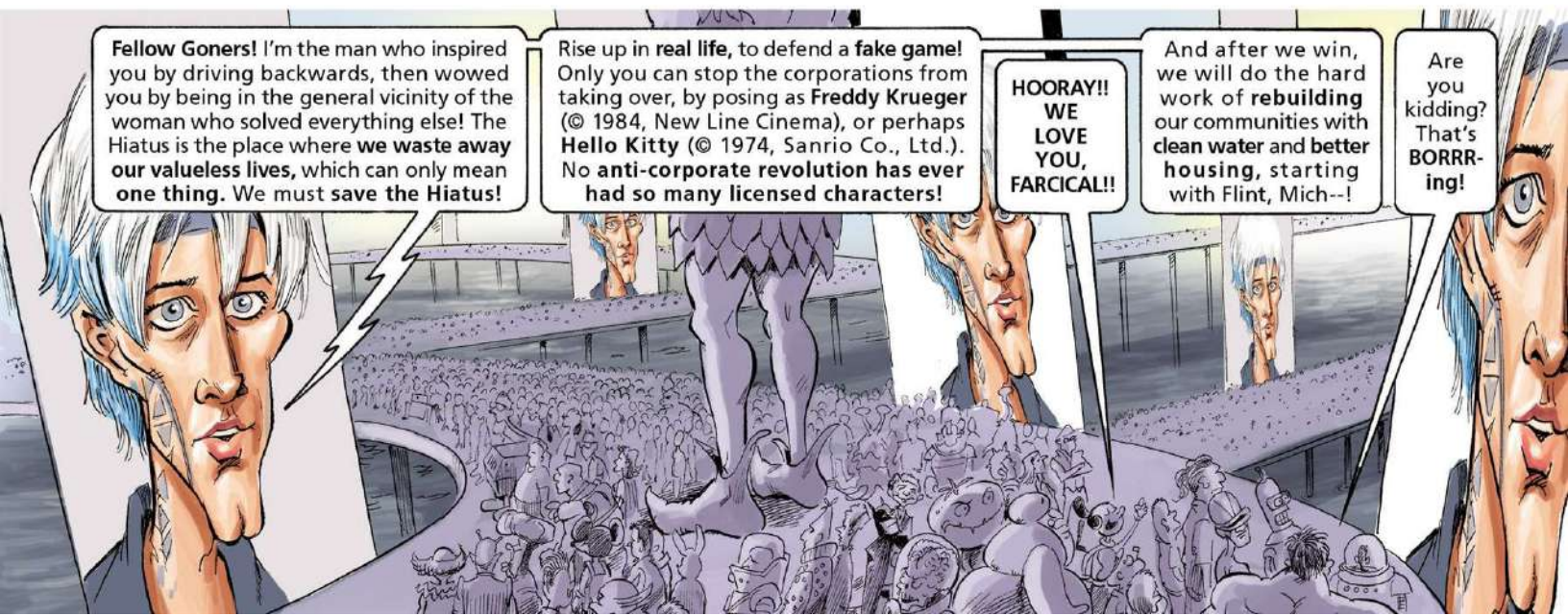
Fellow Goners! I'm the man who inspired you by driving backwards, then wowed you by being in the general vicinity of the woman who solved everything else! The Hiatus is the place where we **waste away** our valueless lives, which can only mean one thing. We must save the Hiatus!

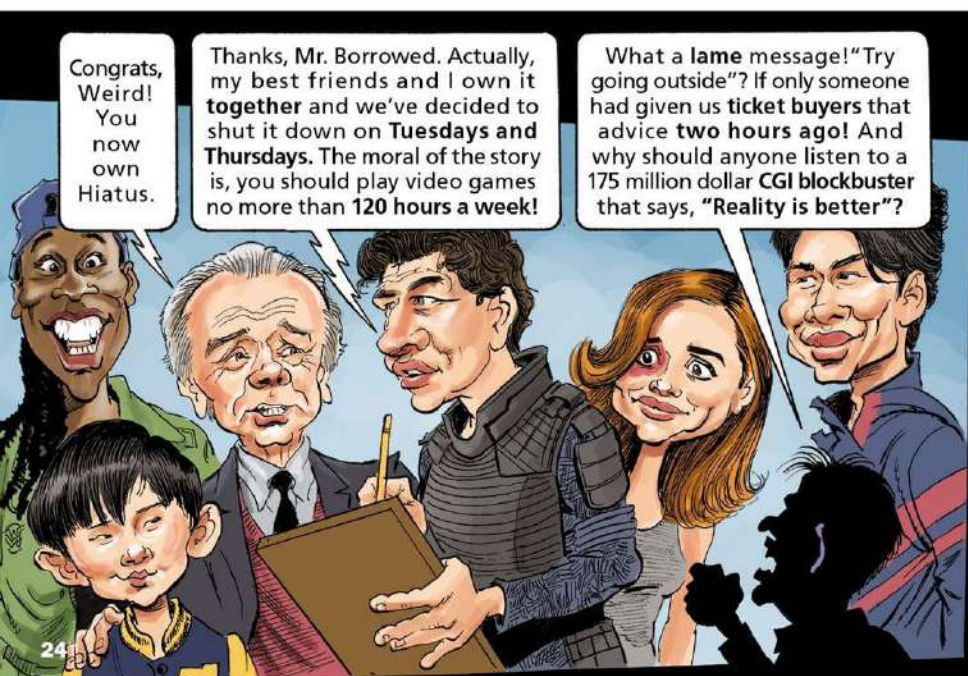
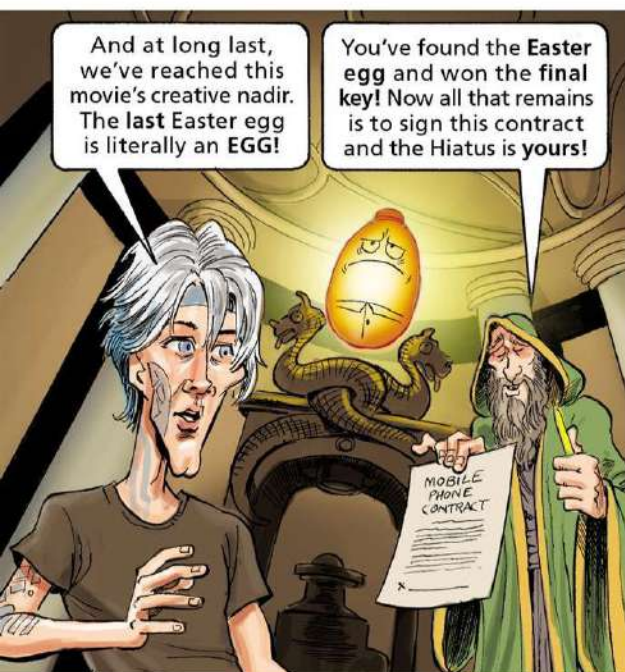
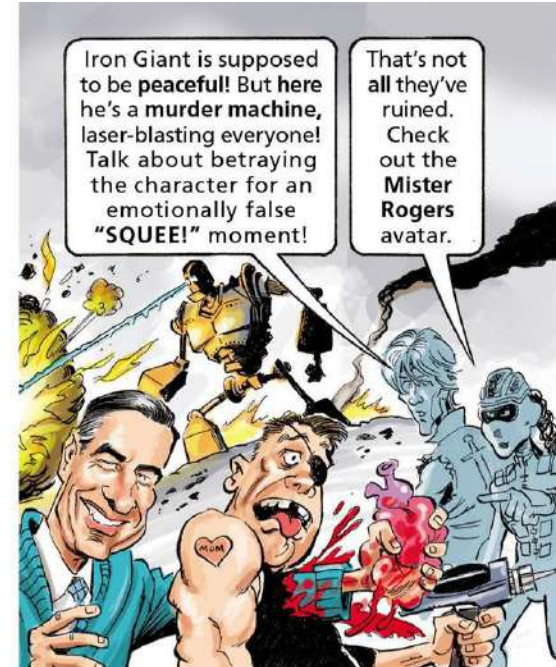
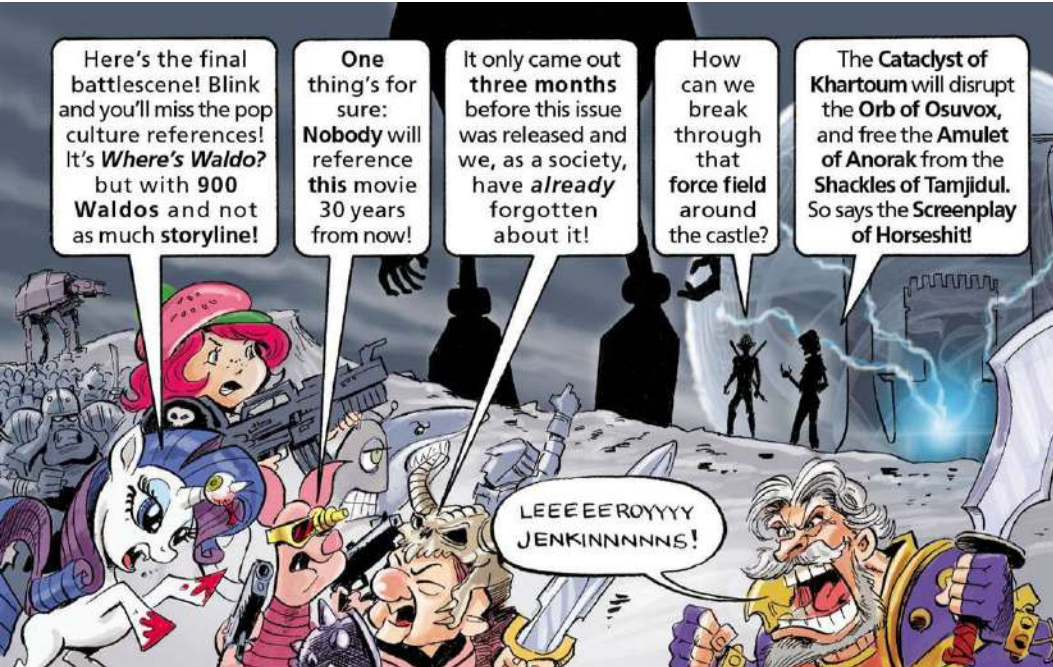
Rise up in **real life**, to defend a **fake game**! Only you can stop the corporations from taking over, by posing as **Freddy Krueger** (© 1984, New Line Cinema), or perhaps **Hello Kitty** (© 1974, Sanrio Co., Ltd.). No anti-corporate revolution has ever had so many licensed characters!

HOORAY!! WE LOVE YOU, FARCICAL!!

And after we win, we will do the hard work of **rebuilding** our communities with clean water and better housing, starting with Flint, Mich--!

Are you kidding? That's **BORRR-ing**!





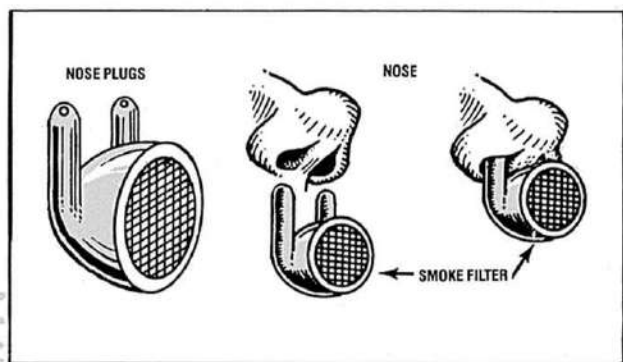


When it comes to new inventions, all we ever hear about are the super sophisticated, high-tech marvels of industry, aerospace, defense, and so on. But for most of us, this is meaningless. After all how often do we have a need for a microprocessor-driven, laser-guided, ingot-splitting device? For the kinds of problems we face, we would much rather have (and desperately want!) these...

LOW-TECH INVENTIONS FOR EVERYDAY NEEDS

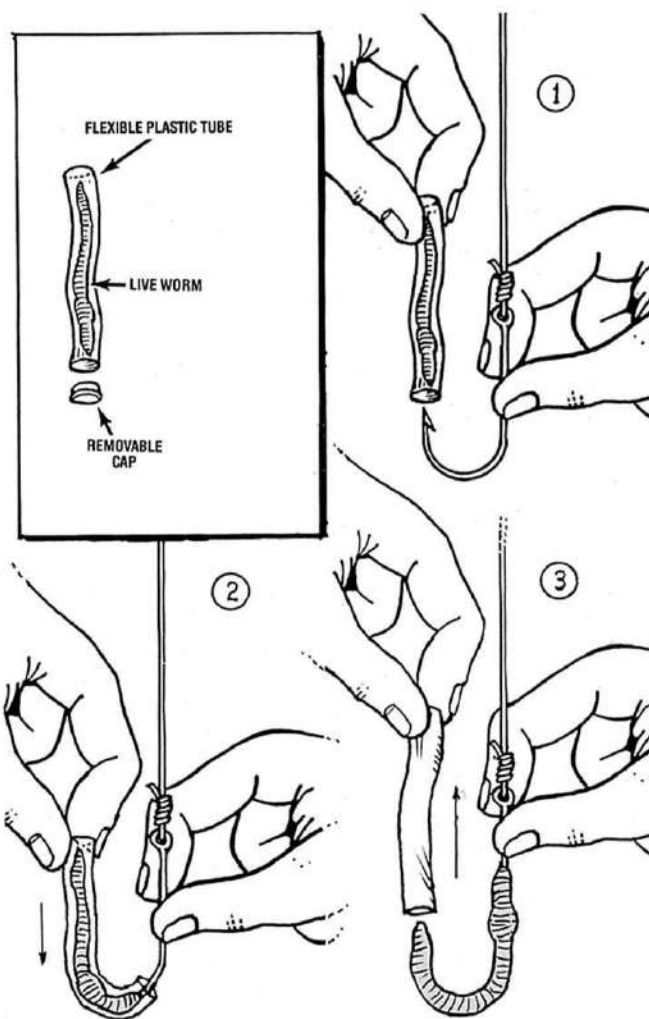
WRITER & ARTIST AL JAFFEE

THE NOSE HOSE



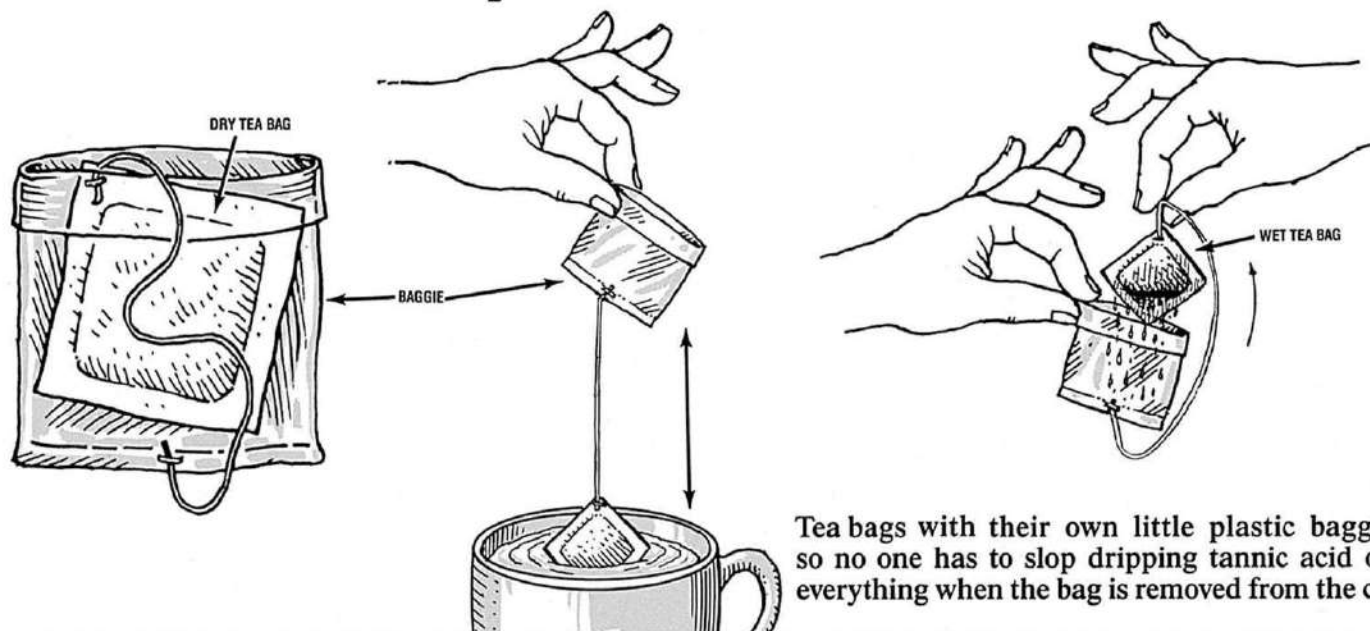
Simple, easy to wear nose plug filters smoke for people who can't avoid being in smoke-filled rooms.

THE FASTER MASTER BAITER



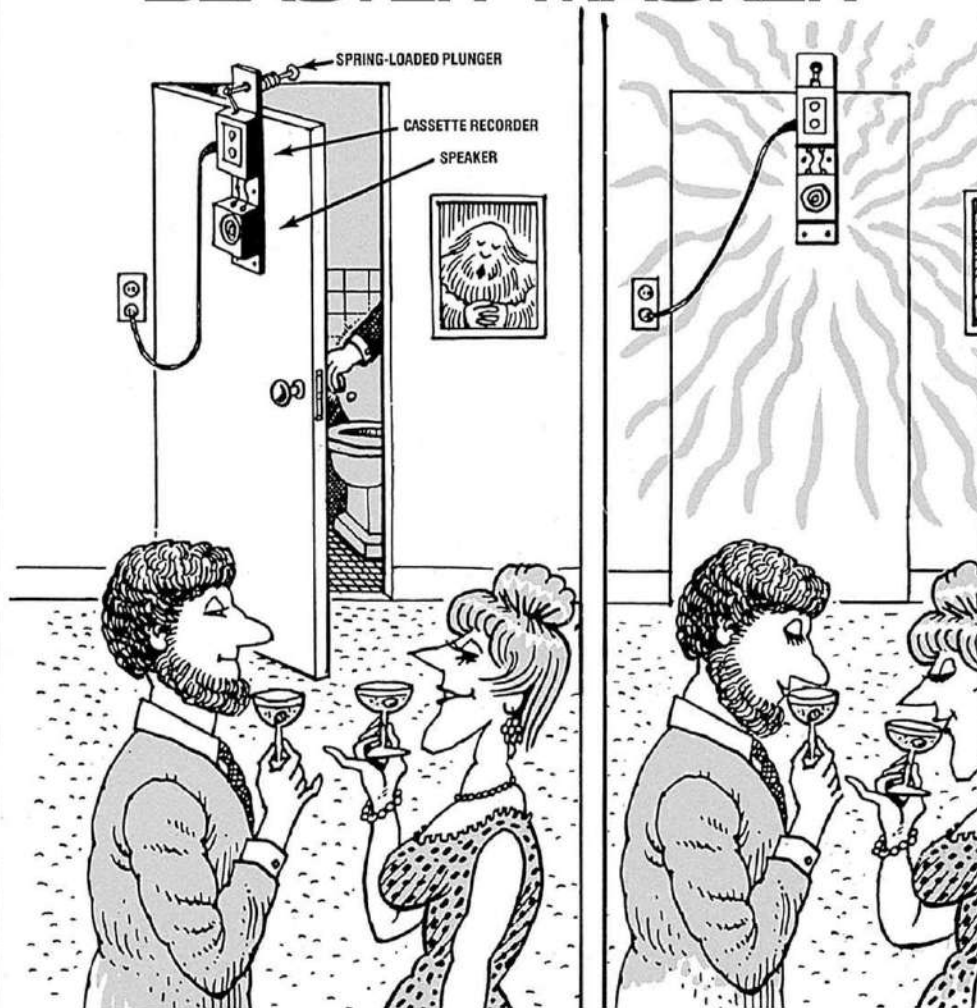
Fishing worms sold in soft plastic tubes. Queasy people can then place them on hooks without touching them.

THE NO SNAG, NON-SAG TEA BAG BAG



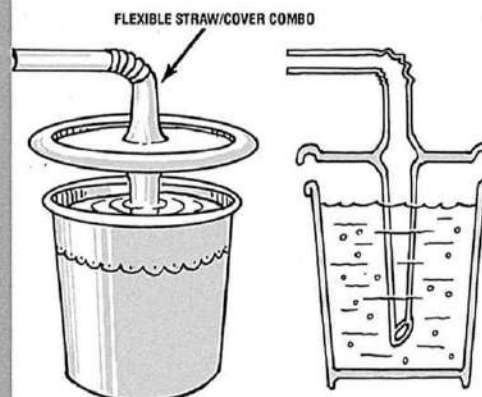
Tea bags with their own little plastic baggies, so no one has to slop dripping tannic acid over everything when the bag is removed from the cup.

THE BATHROOM "BLASTER" MASKER



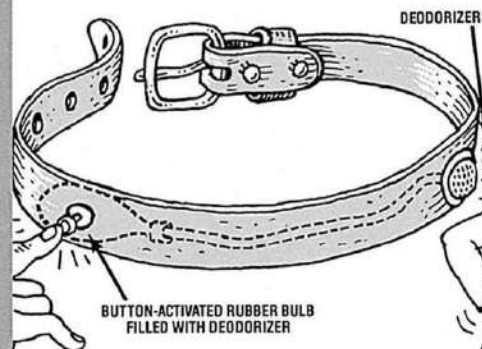
A spring-operated cassette player for attachment to bathroom doors in small apartments. Drowns out sounds that may embarrass company.

THE HIP NO -



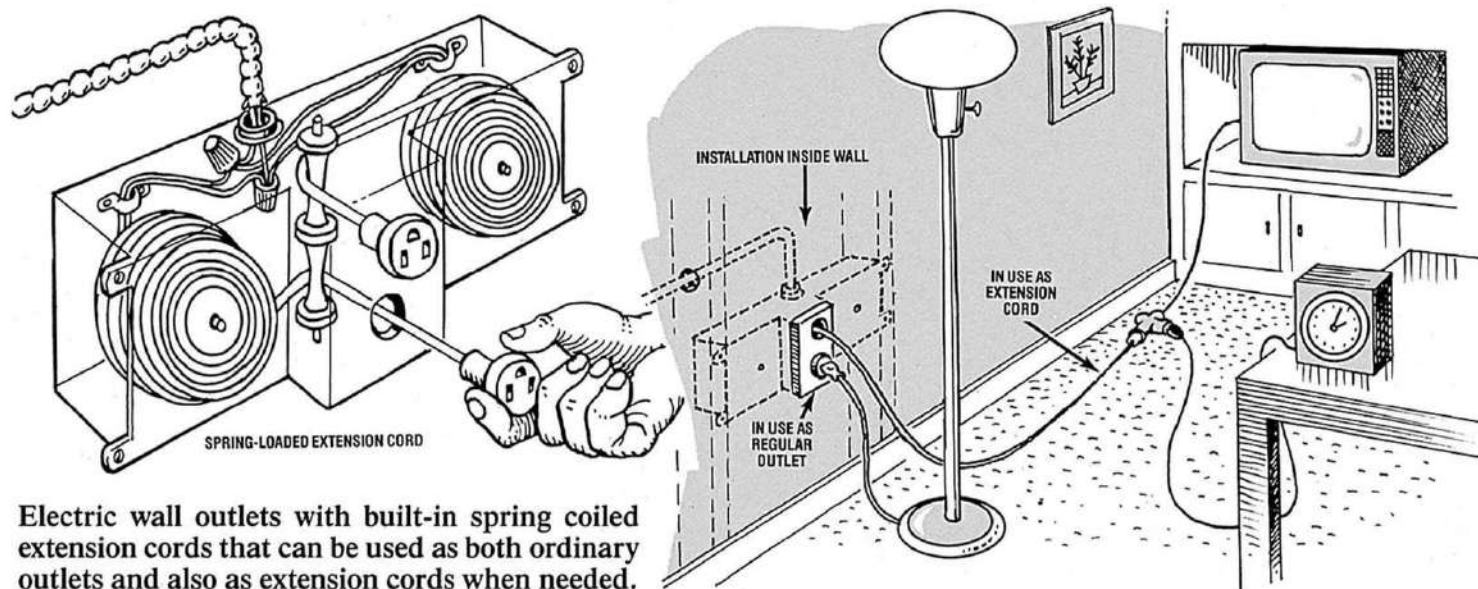
Take-out soda cup covers with built-

THE STENCH



A belt that, at the push of a that mask foul smells when

THE INSET OUTLET EXTENDER MENDER



Electric wall outlets with built-in spring coiled extension cords that can be used as both ordinary outlets and also as extension cords when needed.

DRIP SIPPER



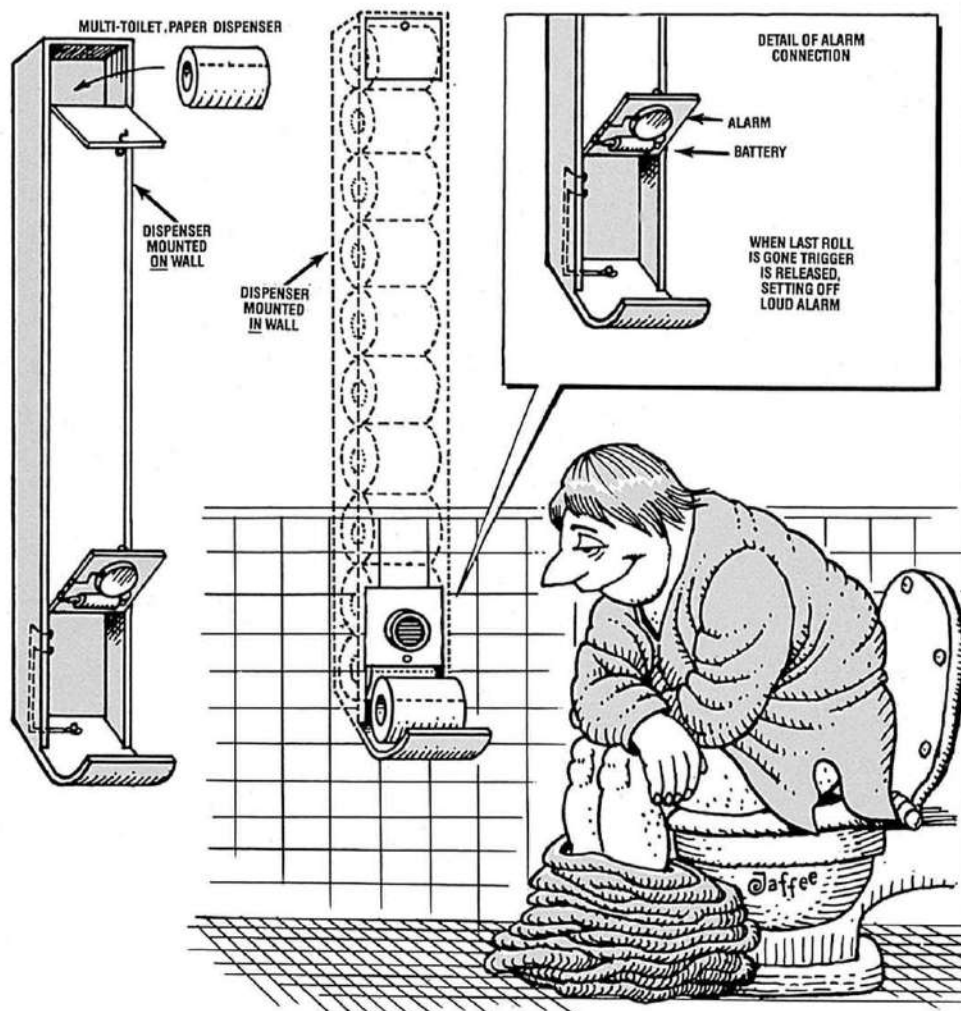
in straws for safe use while driving.

H QUENCHER



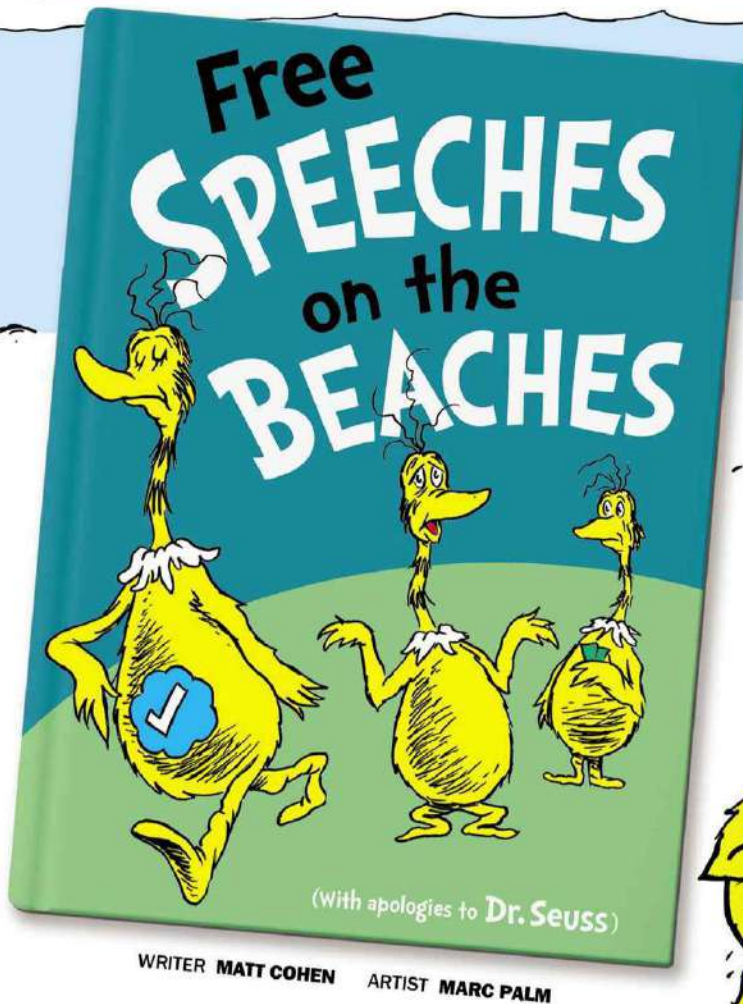
button, releases strong deodorants stuck in a hot crowded place.

THE NO-PANIC PAPER PURVEYOR



ORIGINALLY PUBLISHED IN MAD #275, DEC 1987

A large toilet paper dispenser that stocks a whole year's supply. The last roll is connected to a loud voice alarm that warns people not to sit down and start if the dispenser has not been refilled.



When the Verified Speeches
Had checks that were blue
It made the Free Speeches
Want blue check marks too.

Their check envy was weird and their logic was flawed
Since the checks were just there to protect them from fraud.

Then one day at the beach there arrived a strange gent
Riding in a green car that he didn't invent.
He said, "I'm Elon Musk. Do you crave respect?
Well, for just 20 bucks your names will be checked!
No check! New check!
Gold check! Blue check!
All Trolls wanting check marks are hereby approved!
Soon 'Elites' will pay me to have theirs removed!"

Despite the fact that he was super rich
Elon's first day started off with a hitch.
His quip that "Comedy is legal again" spurred
An alarming spike in the use of the N-word.



To make sure no one's feelings were spared
Elon Musk then loudly declared:

"I do not like when hate speech is suppressed.
Hate speech is free speech, which makes it the best.
The meaning of 'free speech' from this moment hence is
That you're free to harass without consequences!
Make slurs against Jews! Make slurs against Blacks!
Make slurs against women—I've got your backs!

"Next go after the gays and then target the trans folks.
When your words lead to violence, say 'It was just jokes.'
Yes, you're free to bully any minority...
But don't you ever dare to make fun of ME!
For that grave offense I'll make sure that you're banned.
What part of 'free speech' do you not understand?"



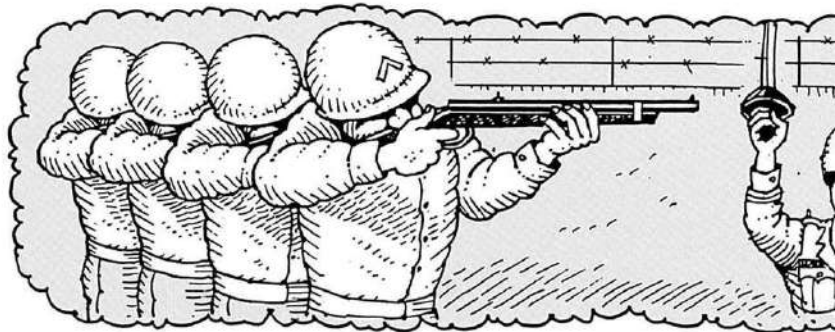
Yet the press called him names like "vain" and "inept"
So Musk left the Free Speeches with nothing except
The lingering smoke from the money he'd burned
And the sad, sad, sad stench of the lessons unlearned.
Free Speeches still could not see what was clear from the start:
That being worth billions does NOT make you smart.



AN EMBARRASSMENT OF RICHARD'S DEPT.

Computers do a lot of useful things, but they're so predictable—punch some keys, get a printout. Big deal! But what if you used a computer and fire shot out! Wouldn't that be exciting! Well, no—unless it happened to your friend's computer! And it can—along with some other little gags—when you order from...

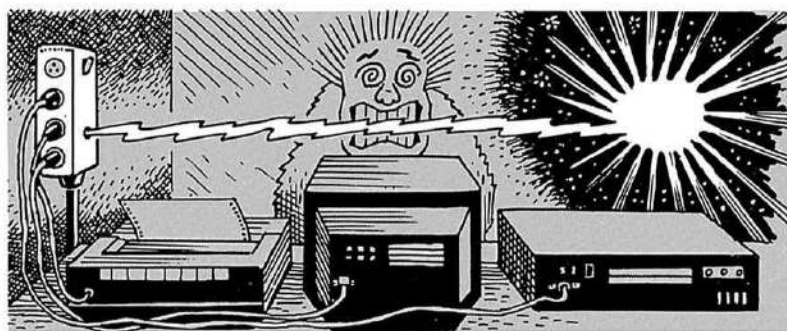
MAD's catalogue of Practical Joke FOR THE CAMP



Mr. Sparky Spike Protector

This little baby really does work like a spike/surge protector, but to keep your friends guessing, it also occasionally shoots a powerful spark three feet across the room! Watch out little kitties!

#505ZZZZT \$39.95
#565ZZZZT (Special 6 ft. spark model) \$89.95



Paper Feeder Shredder

This handy little device attaches to the paper bail on any computer. Three hidden miniature razor blades slice the finished copy as it comes out of the printer. Drives people nuts!

#417RPPP \$19.95



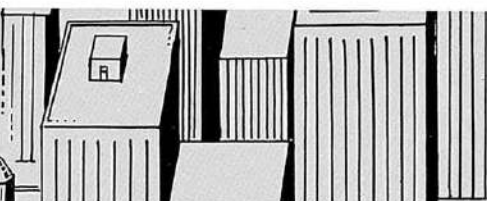
Dizzy Daisy Wheel

No matter what your unsuspecting victim prints, it comes out garbage because the new Dizzy Daisy Wheel spins freely and just prints letters at random! You'll laugh your head off when the tired operator finally prints out his finished manuscript—and discovers 300 pages of gibberish!

#77WHEE..... \$59.95

Super Dizzy Daisy Wheel—same fun, but the gibberish is in a foreign language!

#87WHEE..... \$78.95





Items PUTER

Spelling Unchecker

This electronic marvel picks about four words out of every 1,000 and carefully misspells them. A millyum laughs! You get the pitcher! (Works with any word processing program.)

#2809MESS \$99.95

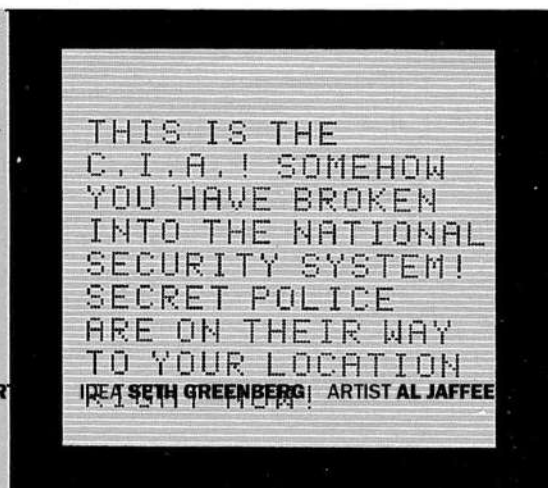


ORIGINALLY PUBLISHED IN MAD #292, JAN 1990



Disk With Hidden Message From The C.I.A.

Lots of laughs will come your way when you give your friends this new "blank" disk to try! It actually contains a hidden program! And at a random time when your friend is computing, his screen will suddenly flash:



A million laughs!

#912 SPOOK \$10.95

WRITER DICK DEBARTOLO IDEA SETH GREENBERG ARTIST AL JAFFEE



Computer Paper Laugh Riot

This paper looks like standard-sized paper measuring 8½ x 11", but the perforations only measure 10¼"! No document will ever come out right! And you won't believe the racket the printer makes as it rips the paper apart trying to make new holes!

#117RUIN (1,000 sheets) \$29.95

We suggest you also order:

#118 Printer Repair Kit (Specify model) \$199.95

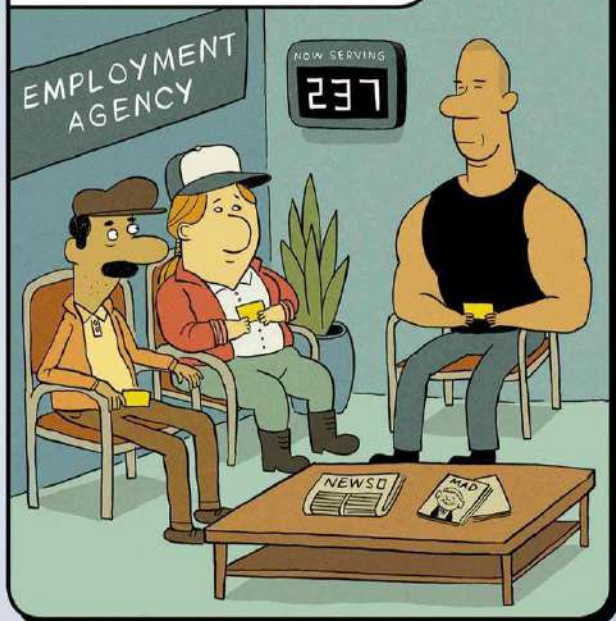


With robots working in factories, hospitals and even police departments — somebody has to detonate those bombs — many say that the future of job automation is already here. But in the years to come, we'll see advances that will make our current sci-fi dystopia seem positively quaint! Don't believe us? Just tell your cybernetic butler to read you this piece we like to call...

THE FUTURE OF.

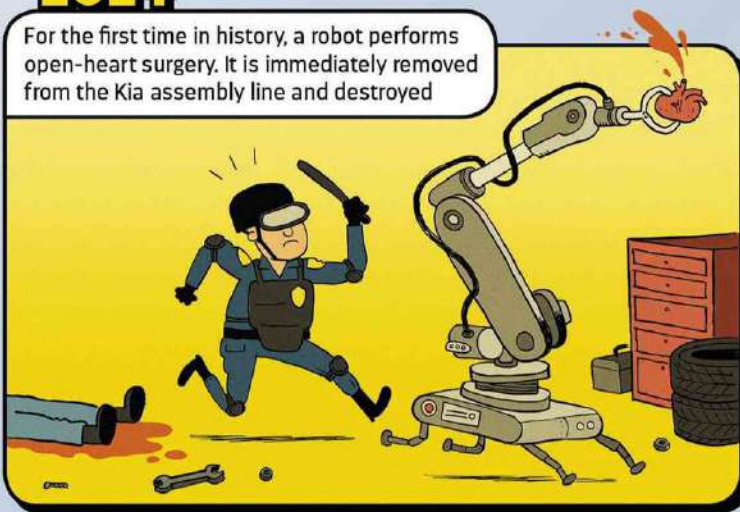
2019

Automobiles become completely self-driving — leaving cabbies, truckers and the cast of *Fast & Furious* jobless



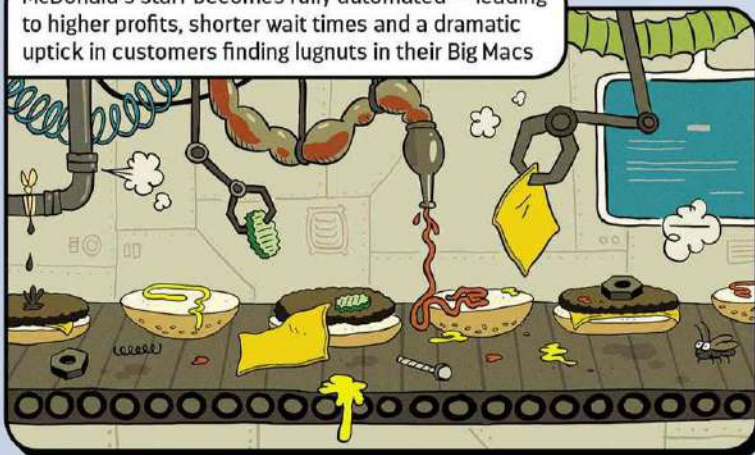
2024

For the first time in history, a robot performs open-heart surgery. It is immediately removed from the Kia assembly line and destroyed



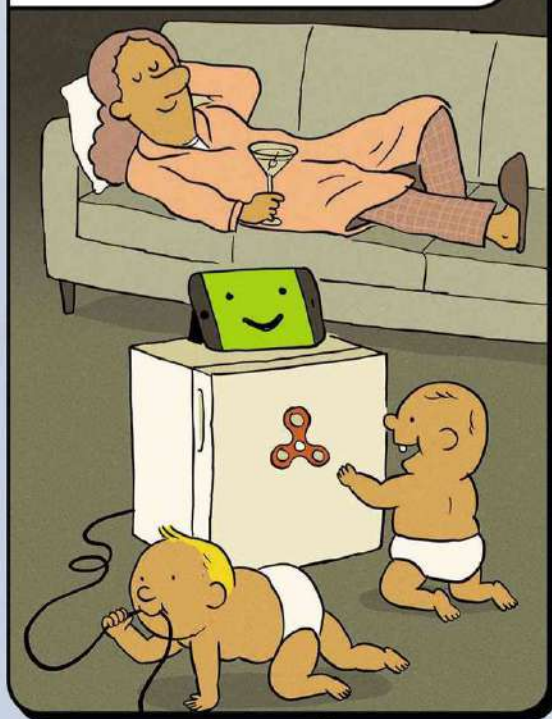
2025

McDonald's staff becomes fully automated — leading to higher profits, shorter wait times and a dramatic uptick in customers finding lugnuts in their Big Macs



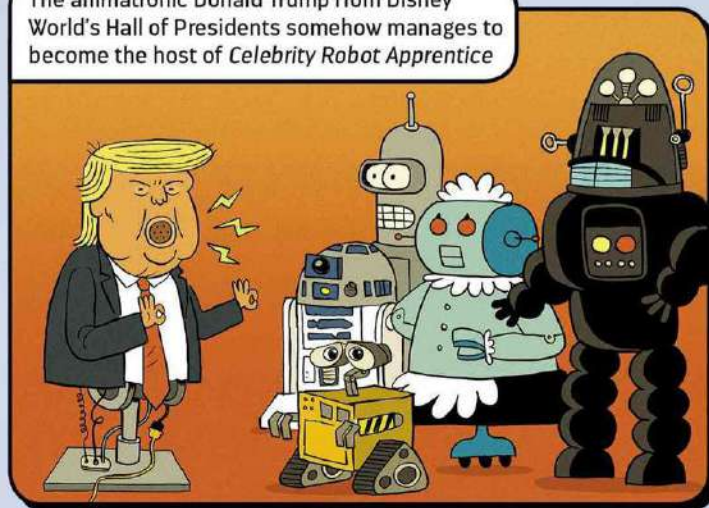
2022

Childcare is revolutionized with the advent of the Robo-Nanny. Sure, it's just a mini-fridge, an iPad and a fidget spinner welded together — but, *man*, does it keep the kids out of your hair!



2028

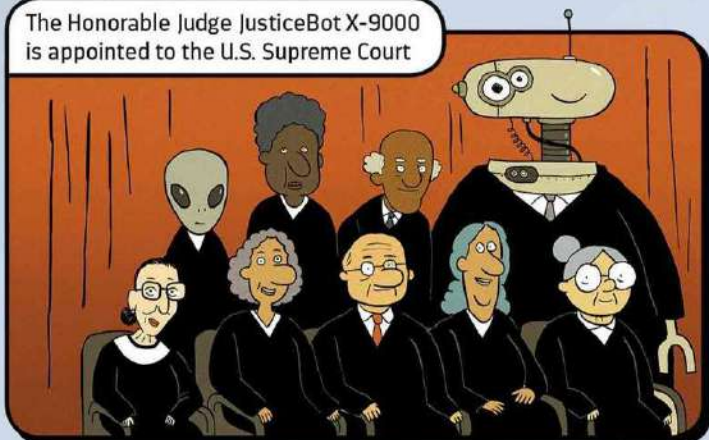
The animatronic Donald Trump from Disney World's Hall of Presidents somehow manages to become the host of *Celebrity Robot Apprentice*



JOB AUTOMATION

2032

The Honorable Judge JusticeBot X-9000
is appointed to the U.S. Supreme Court



2038

WRITER **KENNY KEIL** ARTIST **JOHN MARTZ**

The U.S. Postal Service introduces The Demolisher, an automaton capable of destroying fragile packages with 10 times the efficiency of a human mail carrier



2033

Human police officers are replaced with patrol drones, resulting in some of the weirdest episodes of *Law & Order* yet



2039

For the first time in baseball history, a robot plays in the World Series. Unfortunately, its settings accidentally get switched from "Pitcher" to "Belly Itcher" in the seventh inning, resulting in a devastating upset



2043

Millions of robot workers are laid off
by the world's first-ever robot CEO



ORIGINALLY PUBLISHED IN MAD #550, APR 2018

2036

Starbucks develops a robotic barista that can misspell up to 120 customer names per hour



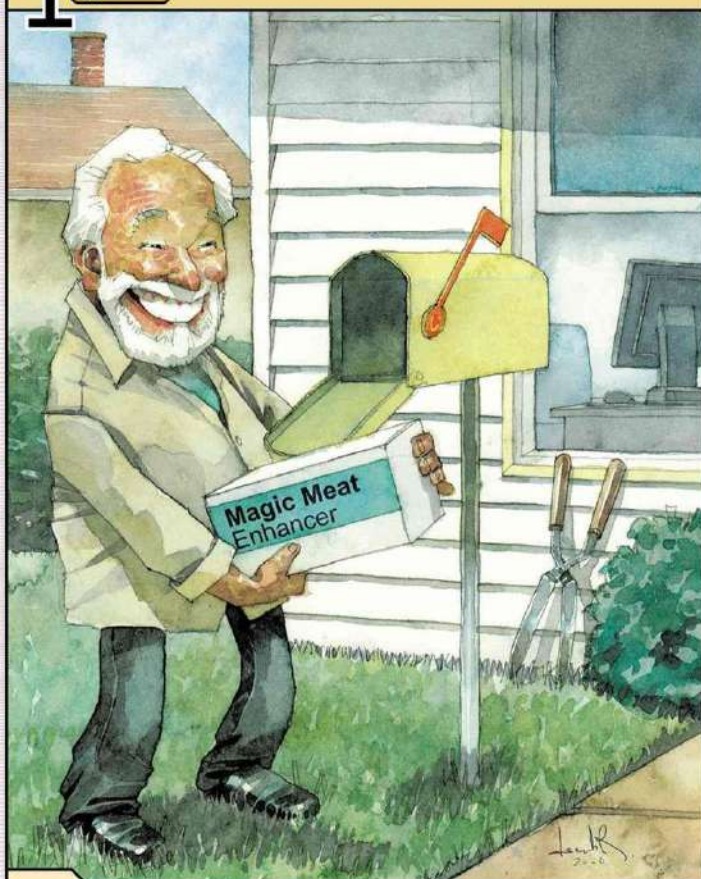


» If you've been spending pretty much every waking minute of every day at your computer emailing, instant messaging, flaming, flirting, posting, networking, webcasting, illegally downloading and one-handed web surfing...

MAD'S 50 WORST THINGS

1

»



The one person in a billion who actually orders the "miracle" penis enlargement pills — guaranteeing we'll all continue to be bombarded with spam for them until the next 1-in-a-billion mook comes along.

2»

Websites that spend \$100 million on constant, annoying TV ads, and then fold a year later because they're \$100 million in debt.

3»

Sites that promise free searches of anyone's background, but somehow fail to tell you that it'll cost \$29.99 to actually see the search results.

4»

Google's tired gimmick of altering its logo depending upon the day — Lincoln's Birthday, or the opening ceremonies at the Olympics, or the discovery of lasers. Please remind us not to Google anything on the anniversary of the first treatment for anal warts.

5

»



That douche-bomb who took a picture of himself every day for six years and posted it on YouTube. Hey, skippy, the only video of you we want to see is a montage of 2,190 daily shots of your occupied casket.

6»

Online porn sites! We'll tell you the worst thing about them! It's...well...we spent hours and hours looking at them day and night, and couldn't find a single thing to complain about — except maybe that there aren't enough of them.

7»

Not that a Google search of "George Bush sucks" gets 451,000 hits, but that "George Bush rules" gets 579,000 hits!

8

»



"Gaming" websites, where the *biggest gamble* is sharing your credit card information with an offshore entity exempt from any U.S. laws, then playing games programmed by the house, which operates under no casino authority or commission rules whatsoever. Now *THAT'S* gambling!

ng, blogging, bidding, buying, browsing, buffering, gaming, gawking, gossiping, dating, chatting,
ng, you might want to take a few minutes to see why we've been doing the same things — to research...

ABOUT THE INTERNET

9»

Receiving the "Send this message to 10 people in the next 10 minutes and a miracle will happen!" chain emails. Unless the "miracle" is that we'll never have crap like this clog our inbox ever again, we're not interested.

10»



Online ads in which little people suddenly stroll onto your monitor screen and start gesturing and talking to you. It made us realize that if annoying, bug-sized people like this really existed in our world, we'd have no problem killing them.

11»

Blogs. Who really wants to spend all their time reading the rants and musings of uninformed boors? (To read the full, extended version of this thought, visit www.myspace.com/worldofmad.)

12»

Breaking News from CNN.com. When we signed up, we expected email bulletins on assassinations, natural disasters and war. Instead, we learn there's more trouble in the Hulk Hogan household, a sort-of-racy Miley Cyrus photo is in circulation, and Madonna is boffing another professional athlete.

13»



Web "celebrities" who cross over to other media. As far as we're concerned, Tila Tequila, Tay Zonday and that "Leave Britney alone" guy can all take a near-fatal leap off a platform, like that newswoman stepping on grapes did a few years back.

14»

The way the hot social networking site Friendster... what? Oh, the way the hot social networking site MySpace...huh? OK, the way the hot social networking site Facebook will quickly become forgotten as yesterday's news. A friend at LinkedIn told us that.

15»



While it's easier than ever to cut and paste school papers from the web, it's also easier than ever for your teachers to *figure out* that you cut and pasted your school papers from the web.

16»

Passwords. Some need six characters. Some need eight characters. Some need only letters. Some need letters AND numbers. We swear we've had to create and remember more passwords than the freakin' French Underground during all of World War II.

17»

Coming across some mutant geek emphatically arguing that the Internet and the World Wide Web aren't the same thing. They may be right, but it makes us realize that a nerd and a schmuck ARE the same thing.

18»

Parental control software like CyberPatrol and Net Nanny. Great idea: now there's *nowhere* kids can see smutty images...as long as you don't count cable TV, DVDs and the computers at their friends homes, where the parents are more realistic.

19»



iTunes is convenient, easy to use, has a huge catalog of selections and isn't that expensive. What makes our skin crawl is every time we buy a song, we're putting 99 cents in the pocket of that pompous, mock turtleneck-wearing mega-tool Steve Jobs.

20»

You Tube

Videos

d*ck in a box

Search

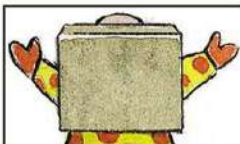
"d*ck in a box" video results 1-20 of about 2,000



D*ck In A Box
(Original)



Boobs In
A Box



D*ck in a Box
(Hand Puppet
Remix)

The growing number of untalented wannabes ready to pounce on a new, "hot" YouTube video with their own web-cluttering, inferior-in-every-way ripoff, reenactment or reinterpretation.

21»



The galling fact that no matter how much time you spend monitoring blogs, poring over YouTube and scouring the Web, you're never ever the first person in your circle of friends to see something on the web.

22»

The harsh truth that no one, NO ONE, not a single solitary individual in all of recorded Internet history has EVER won a free iPod by correctly identifying Jessica Simpson.

23»



After winning a ferocious eBay bidding war, finding out that the description of the item you won failed to mention that it also smells like an odd combination of mothballs, curdled milk and cough syrup.

24



The proliferation of nonsensical podcasts and video podcasts by braindead uber-losers that make Andy Rooney's trifling whining sound like The Gettysburg Address in comparison.

25



The virtual world Second Life.com, which is a pretty ironic name, because just about everyone using it doesn't have a FIRST life.

26»

E Greeting Cards — finally we have a way to show our family and friends that we care about them so little we won't even buy a cheap, 99 cent Hallmark card for them anymore.

27»

From email to blogs to chatrooms, we now know that spelling, grammar and punctuation are not as important, as we were taught in school.

28»

That AOL "You've got mail" guy — we just don't like him. In fact, now that we think about it, we really hate that sonofabitch!

29



The extra, useless sheet of paper with a single line of unneeded type on it that always seems to appear whenever you print out something from a webpage.

30»

People on Craigslist who indicate that their personal ad includes a picture, but when the headline is clicked on, the picture turns out to be of a rainbow, or a sunset, or a kitten. Raised expectations and dashed hopes — they've just demonstrated what 99% of all online dating is like.

31»

Illegally downloading a movie from a peer-to-peer file-sharing web site in order to save 12 bucks, and then getting sued by a movie studio for 12 thousand bucks. We don't know which is worse: having to pay the fine or the shame and embarrassment that comes with the whole world finding out you wanted to see *Soul Plane*.

32



Netflix and Blockbuster Video's assumption that, after installing a \$20,000 HD widescreen home theater system with digital surround sound and leather reclining theater seats, people would rather see a movie streamed online while hunched over a 17" computer monitor.

33»



Friends and co-workers who pressure you to watch the "Two Girls, One Cup" video, then videotape you watching it and post *that* on YouTube. Those people can go s#!\$ in their hat.

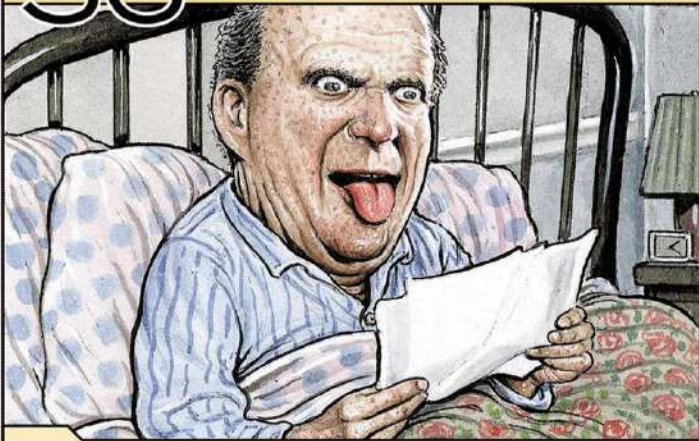
34»

When we just want to try a new video game demo, but first have to scroll through and "accept" terms of service agreements only slightly longer than the latest Stephen King novel. We never read them and don't know anyone who does. Hell, for all we know we may have clicked away our right to a trial by jury, signed over our pet to medical science or declared ourselves involuntary organ donors.

35»

Finally putting your traumatizing high school experiences behind you, only to have them dredged up once again by those miserable Classmates.com ads.

36»



When your internet browser unexpectedly shuts down, then asks if you'd like to send a report to the software manufacturer – yeah, we want Microsoft's CEO Steve Ballmer sitting home at night reading how we encountered a problem while perusing thumbnail galleries at polynesian-schoolteacher-upskirt.com

37»



Ghouls whose first thought after a tragedy is, "Hey, I can use PhotoShop to come up with a funny picture!"

38»



Parents who can barely operate an electronic garage door opener getting on the web – and falling for every rumor and outlandish mass email they receive.

39»

Online degrees. Finally, an answer to the question academics have been asking for ages: is it possible to water down the educational system even *more*?

40»

That maudlin, weepy YouTube video of the guys who released their pet lion into the wild and then went to visit it a year later. We would have bookmarked it if, instead of a tearful reunion, the bloodthirsty beast went all Siegfried and Roy on them.

41»

Philosophers who drone on and on about the role of the internet and what it symbolically represents in a postmodern society. Hey, Voltaire, *here's* what it represents: an easy way to order stuff tax-free, research stuff it would take months to find in a library, and look at world-class porn. Hope your ivory tower paradigm wasn't shattered by the obvious.

42»

When you accidentally roll over a banner ad that suddenly expands to totally block your screen. It reminds us of the big fat guy who always seems to sit directly in front of us at the movies, you know?

43»



After all these years, MapQuest STILL throws in one inexplicable turn on your driving directions that has you doing a u-ey behind what looks like an uninspected meat packing plant run by guys in sunglasses and fezzes.

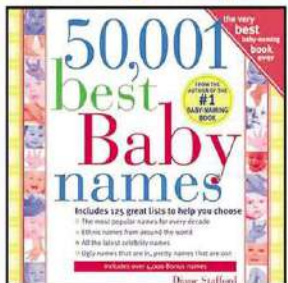
44»

The “personal security questions” part of registering as a user on a website. Sorry, but the name of our favorite childhood pet is none of your damn business. We still have issues surrounding Sparky’s death.

45»

amazon.com

You bought 50,001 Best Baby Names



You might also like:

35 Best Baby Names

67,429 Best Baby Names

100,001 Best Baby Names

The Complete Book of the Best Baby Names

Amazon’s “Customers who bought this item also bought” suggestions – and its incredible accuracy at suggesting the books you *didn’t* choose. It’s like ordering clam chowder as an appetizer, then having the waiter suggest that you order the stuffed clams and baked clams with your meal.

46»



Coming home and finding Chris Hanson and a *Dateline* camera crew in your kitchenette — all because the guy next door is a registered sex offender who’s been trolling for 13-year-olds online by glomming on to YOUR wi-fi connection.

47»

Now that so many people rely on Wikipedia for information, the folks at Encyclopedia Britannica must be spinning in their graves — and they’re not even dead. Although the Wikipedia entry on them says they are.

48»



Perez Hilton, a bottom-feeding gossip monger who “slickly” combines John Madden Telestrator scribbles of genitalia and DNA drippings with celebrity photos, and then adds the kind of commentary previously only overheard in the bathrooms of clubs with names like “The Tranny Station.”

49»

Those constant annoying reminders to update the anti-virus program. We should have guessed that their boasts about eliminating 99% of spam, pop-ups and viral annoyances would conveniently put *their* crap in the other 1%.

50»

Brainless ‘tards who scoop up web domain names and hold them hostage, expecting to make millions of bucks on their sale. Screw YOU, owner of MAD.com!



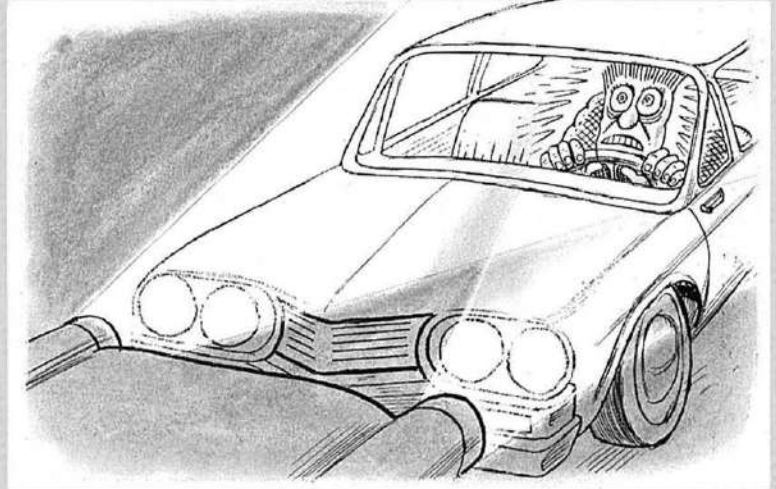
NECESSITY FOR THAT MOTHER DEPT.

INVENTIONS WE

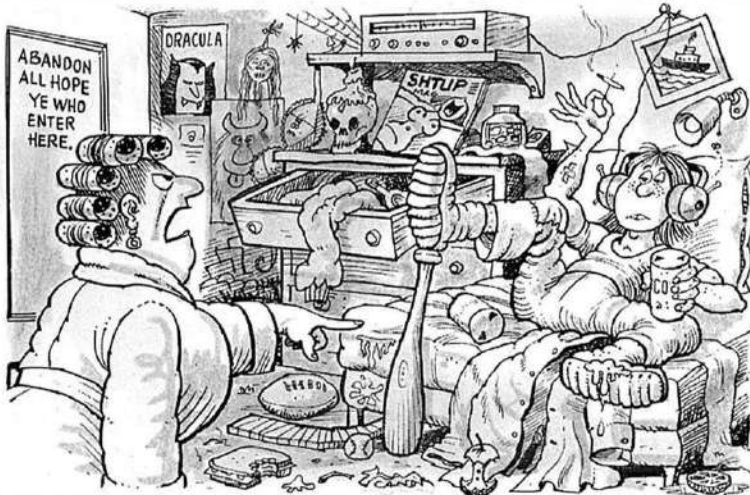
FOR TAILGATERS WITH BRIGHT HEADLIGHTS ON . . .



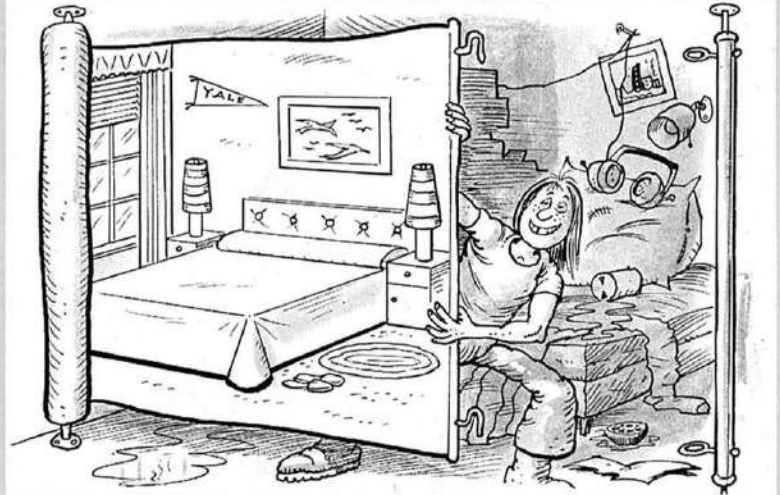
REAR-MOUNTED BRIGHT LIGHTS



FOR MESSY ROOMS THAT NEED QUICK CLEANINGS . . .



INSTANT-NEAT SCREENS



FOR THAT HARD-TO-READ SMALL PRINT . . .



STRETCHABLE PAPER





'D LIKE TO SEE

WRITER PAUL PETER PORGES

ARTIST AL JAFFEE

FOR THOSE LIP-AND-TONGUE-SCALDING BEVERAGES . . .



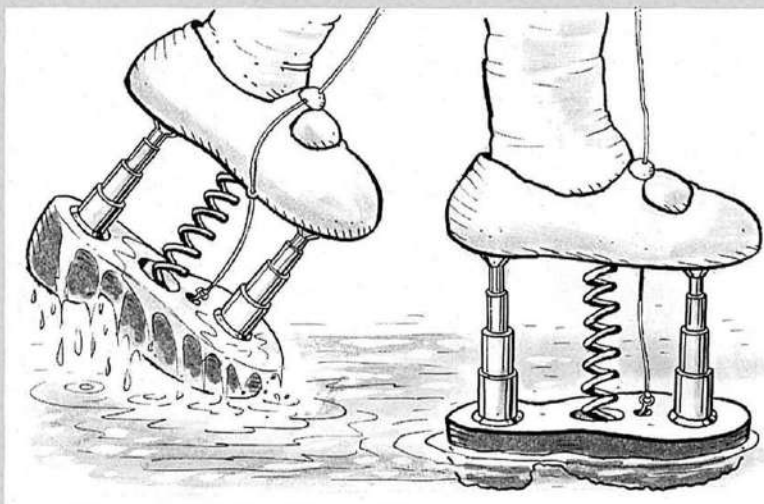
THERMOMETER WARNING SPOONS



FOR PEOPLE WHO FORGET GALOSHES IN WET WEATHER . . .



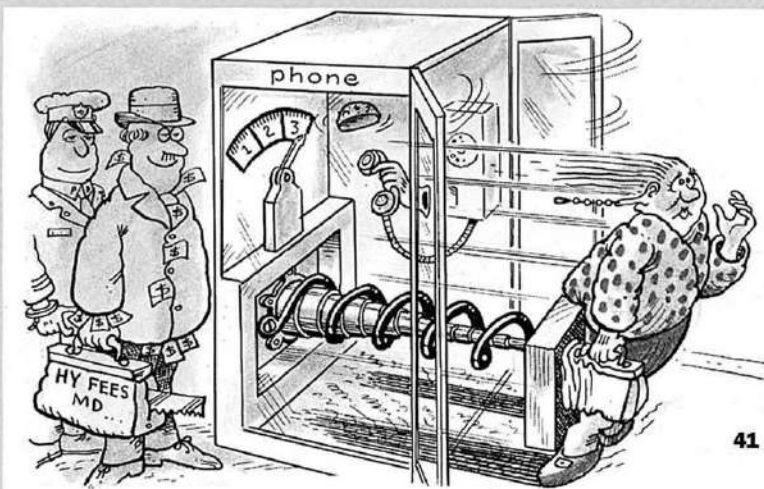
BUILT-IN PUDDLE CROSSERS



FOR MONOPOLIZED PUBLIC TELEPHONE BOOTHS . . .



THREE-MINUTE TIMED EJECTORS



FOR THOSE ELUSIVE, DISAPPEARING TUBE TOPS . . .



TOOTHPASTE TUBE TOP GUARDS



FOR PEOPLE WHO HATE HAVING THEIR FOOD TASTED . . .



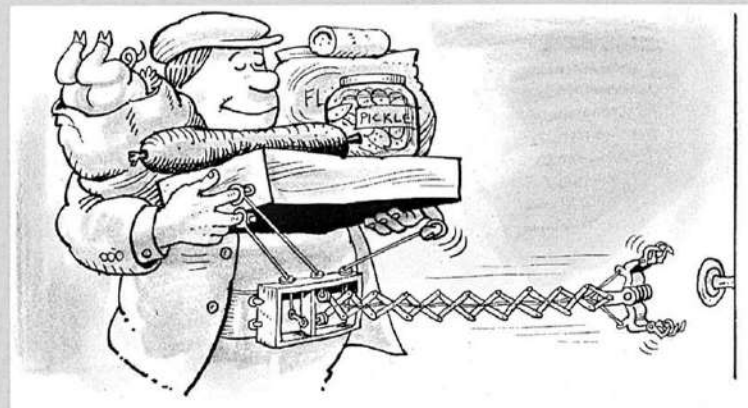
SAMPLE-PROOF PLATES



FOR PROTECTION AGAINST SELF-SLAMMING DOORS . . .



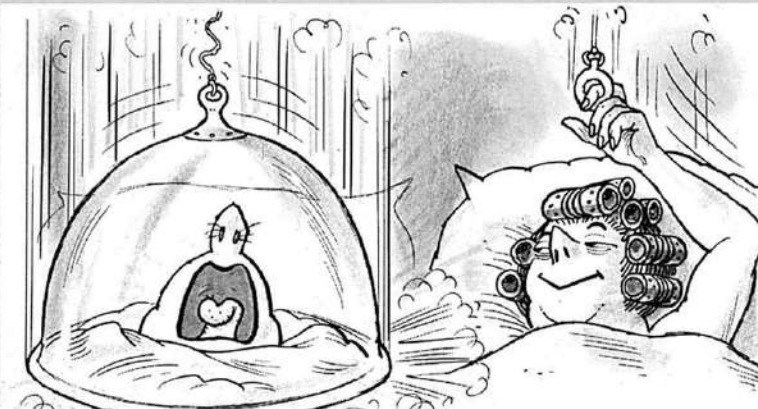
EXTENDING THIRD-ARM DOOR-HOLDERS



FOR PEOPLE CURSED WITH NOISY SLEEP MATES . . .



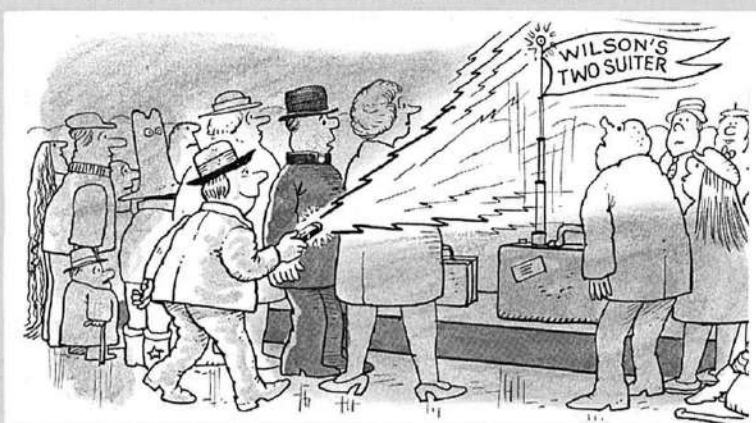
SOUND-PROOF ISOLATION BELLS



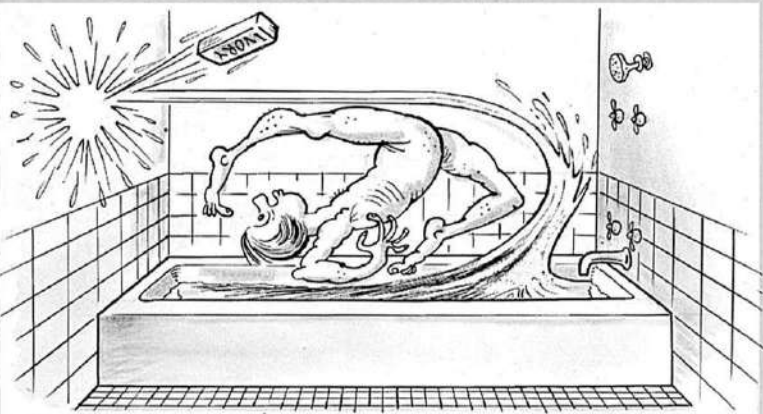
FOR CROWDED AIRLINE BAGGAGE PICK-UP AREAS . . .



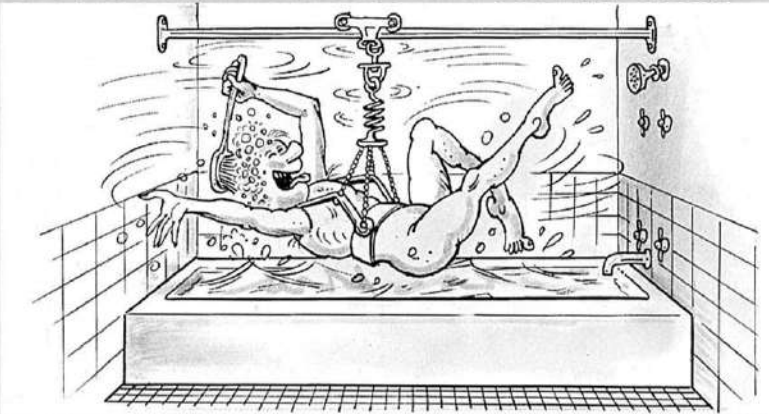
REMOTE-CONTROLLED LUGGAGE-IDENTIFIERS



FOR ACCIDENT-PRONE BATHERS . . .



SLIP-PROOF SAFETY HARNESSES WITH OVERHEAD TRACKS



FOR CHRONIC UMBRELLA-MISPLACERS . . .



PERSONAL PORT-A-BRELLA SCABBARDS



ORIGINALLY PUBLISHED IN MAD #196, JAN 1978

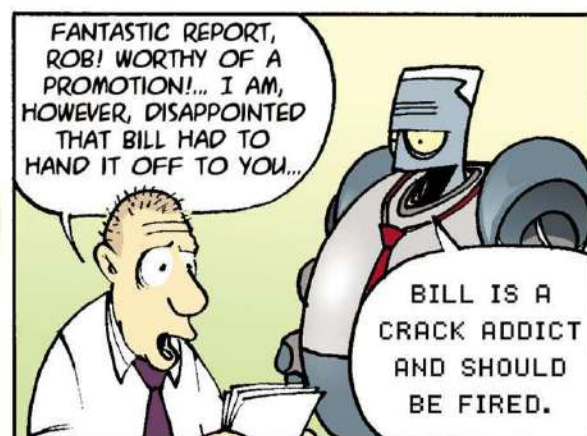
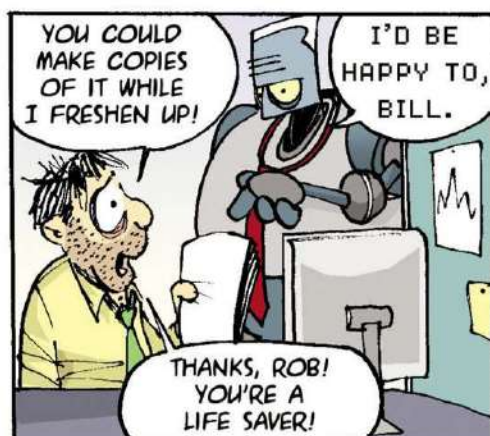
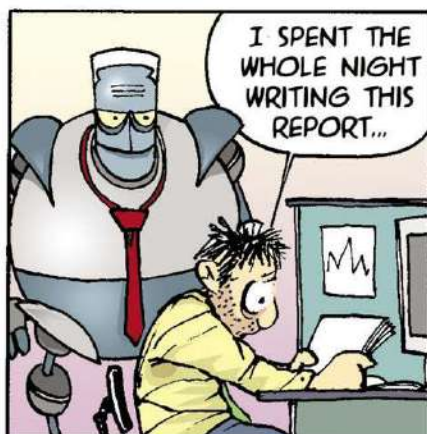
FOR UNDERAGE "R" AND "X"-RATED MOVIE GOERS . . .



INSTANT AGING KITS

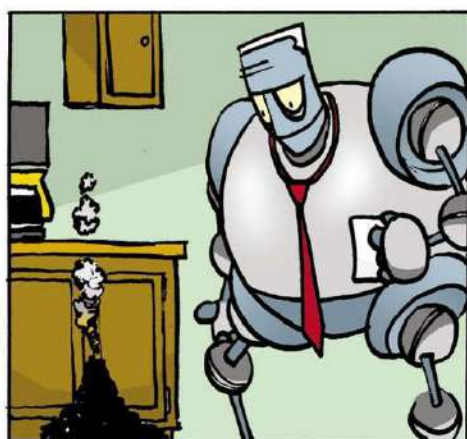
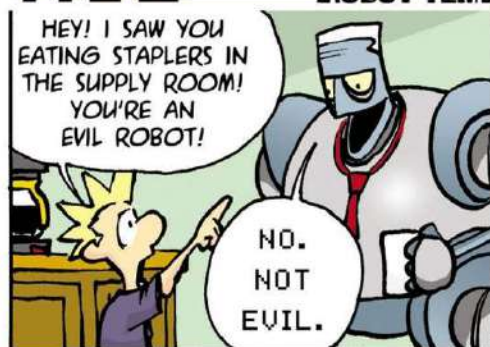


ROE THE EVIL, BACKSTABBING ROBOT TEMPLAR



ORIGINALLY PUBLISHED IN MAD #455, JUL 2005

ROE THE EVIL, BACKSTABBING, ROBOT TEMP



ORIGINALLY PUBLISHED IN MAD #471, NOV 2006



Most people think that great inventors always know exactly what they are inventing when they are inventing something. But that just isn't so. Take MAD f'rinstance. We started out to publish a serious intellectual-type magazine, and now look at it! That's what happened with most so-called great inventions we take so much for granted. Actually, they were only...

ACCIDENTAL INVENTIONS

WRITER **PAUL KRASSNER**

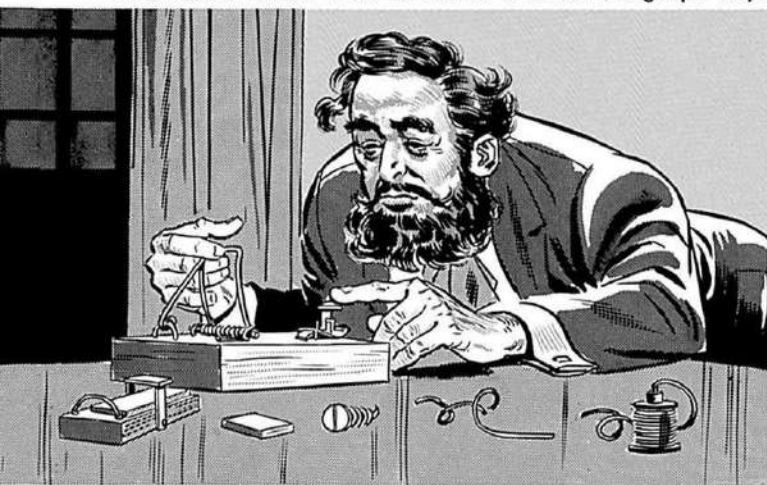
ARTIST **JOE ORLANDO**

Back in the days of primitive man, one wise joker decided to invent something entirely new . . . a door to his cave . . .

Trouble was, the cave entrance was round, and his "door" kept slipping away from him and rolling down the hill . . .



One clever fellow tried to invent a faster telegraph key.



He used too tight a spring, and got a different message.



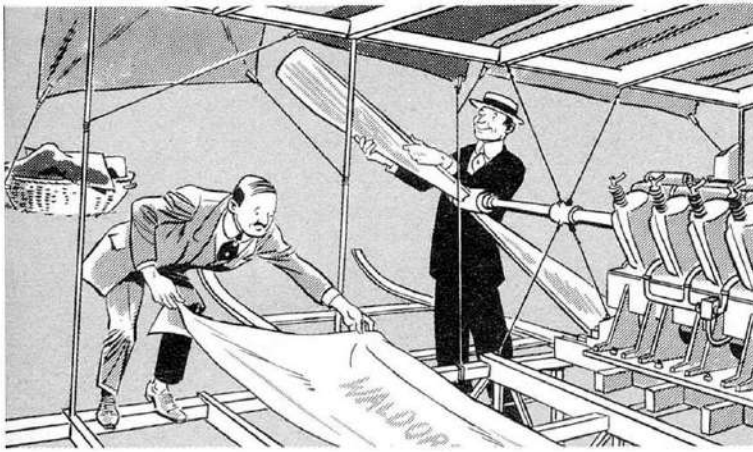
This inventor built the first portable air-conditioner . . .



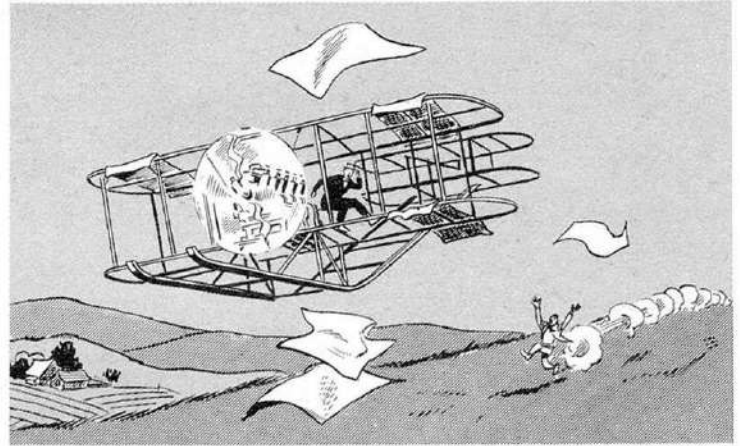
and discovered that he'd put the fan motor in backwards.



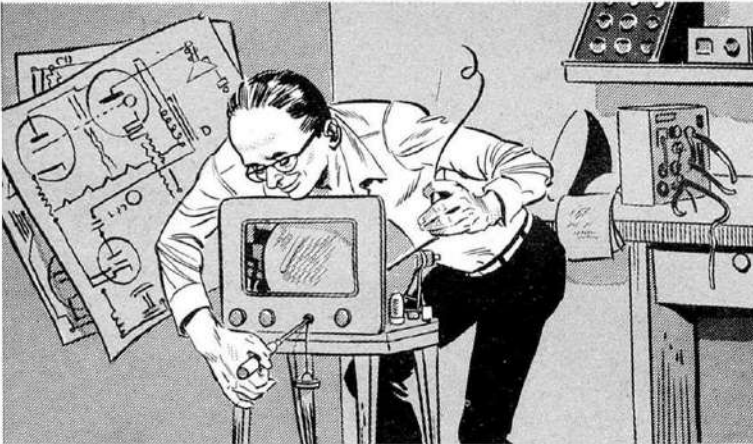
Two brothers had a revolutionary idea for a blanket-drier.



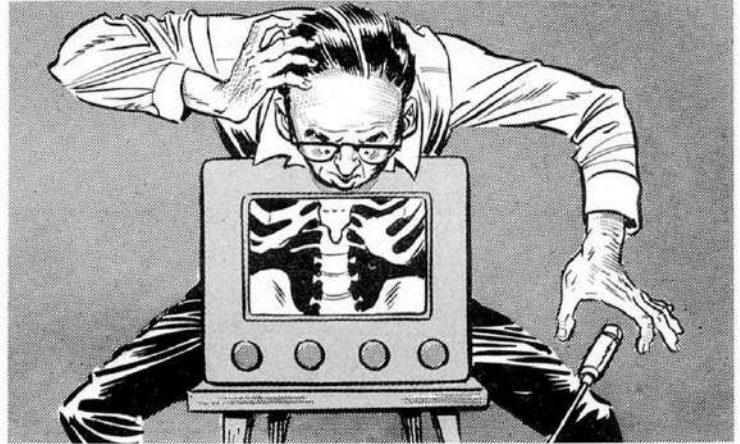
When they tried it, the blankets were left high, not dry.



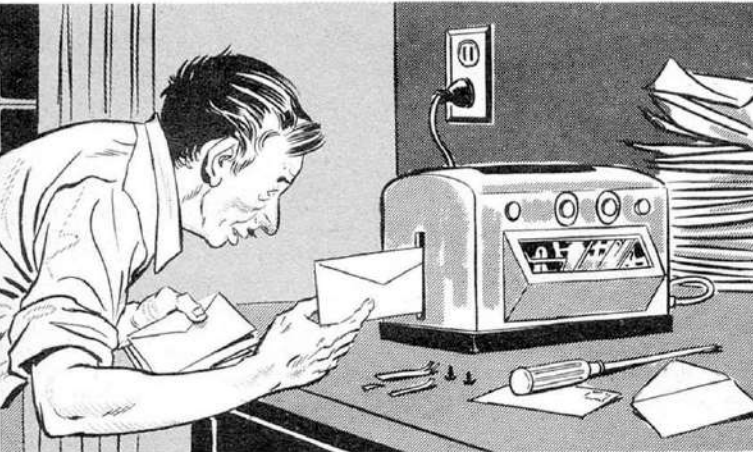
This genius decided he'd build the first television set . . .



Only in the process, he accidentally got his rays crossed.



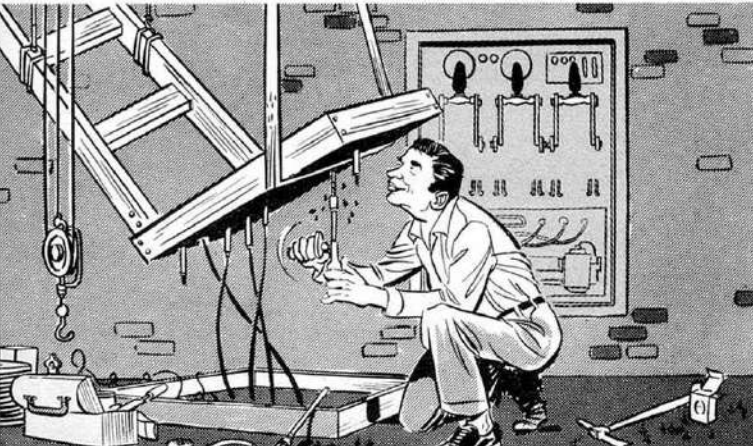
A fellow worked for years on an electric envelope sealer.



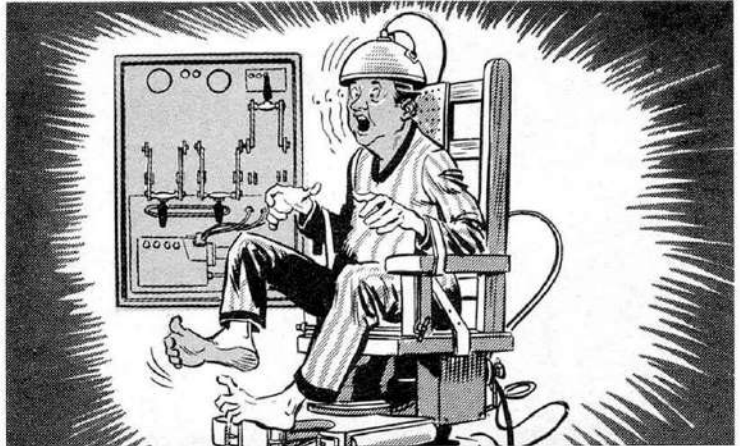
The first time he tested it out, another idea popped up.



One man thought he'd invent a machine that would relax tense muscles and help increase the circulation of blood.



Unfortunately, when he tried it out, he discovered he was all wet. And being all wet, he got the shock of his life.





SCIENCE PRE-FICTION DEPT.

GO FORWARD! GO FORWARD INTO SPACE, FORWARD INTO TIME! GO FORWARD... 1952! 1962! 1982! GO! GO TO 1,000,000 A.D.! THAT'S FAR ENOUGH! BACK UP A LITTLE! LOOK! THE EARTH! A MASS OF STEELY CITIES AND MEN! MEN? NO! NOT REALLY MEN! MORE LIKE...

BLOBS!

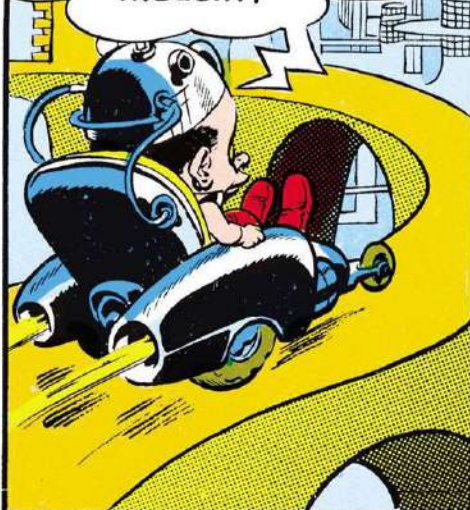
SPEED!
MORE SPEED!
I'VE GOT
TO SEE
MELVIN!



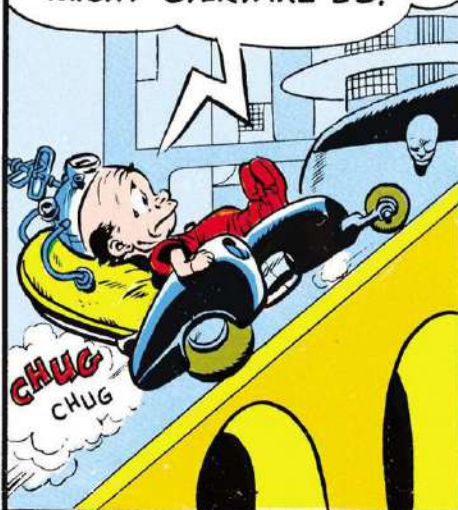
WRITER HARVEY KURTZMAN ARTIST WALLY WOOD

WOOD

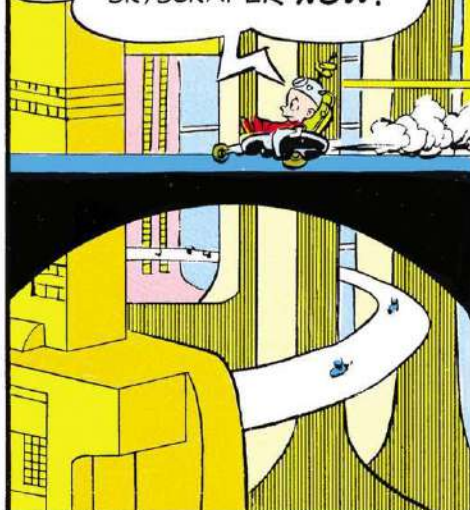
MELVIN, MY FRIEND! HE IS ONE OF THE FEW ACTIVE MINDS AROUND TODAY! I'VE GOT TO TELL HIM MY HORRIBLE THOUGHT!

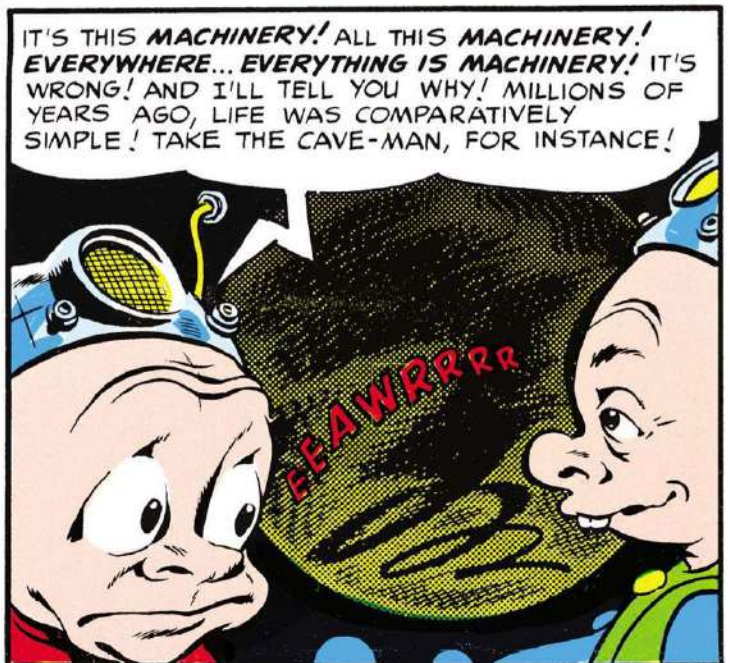
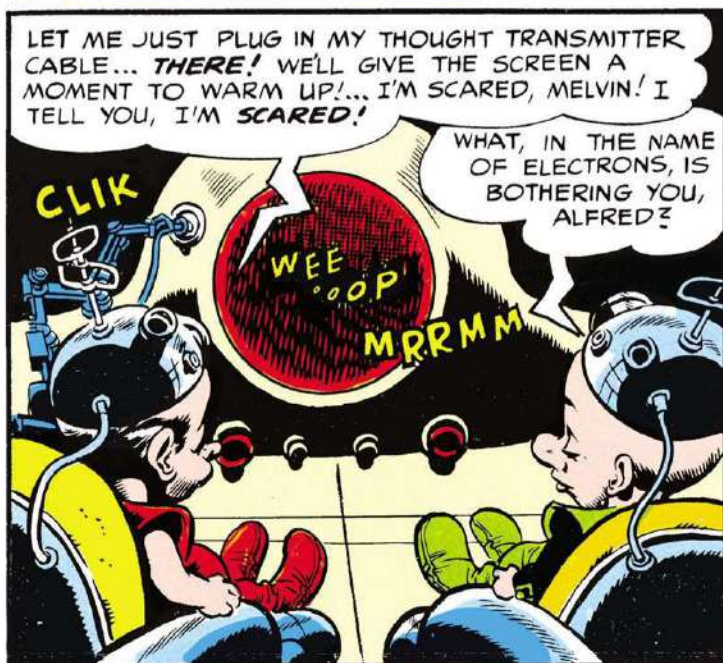
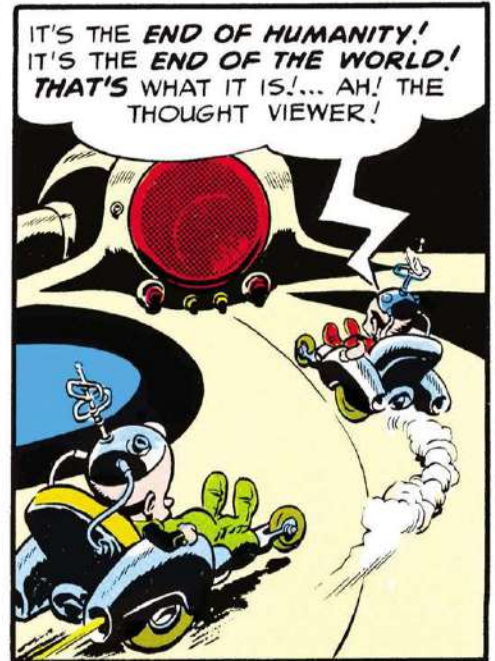
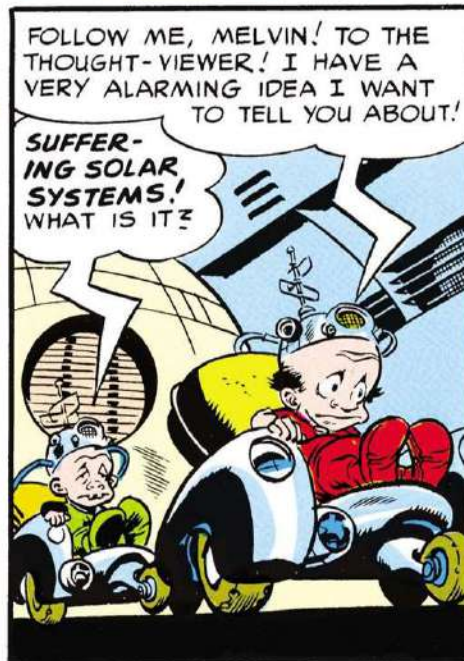
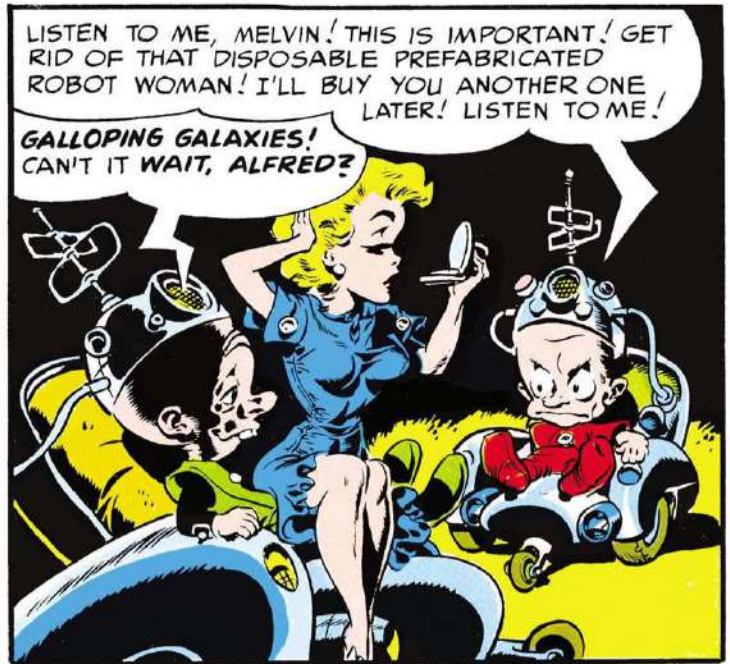
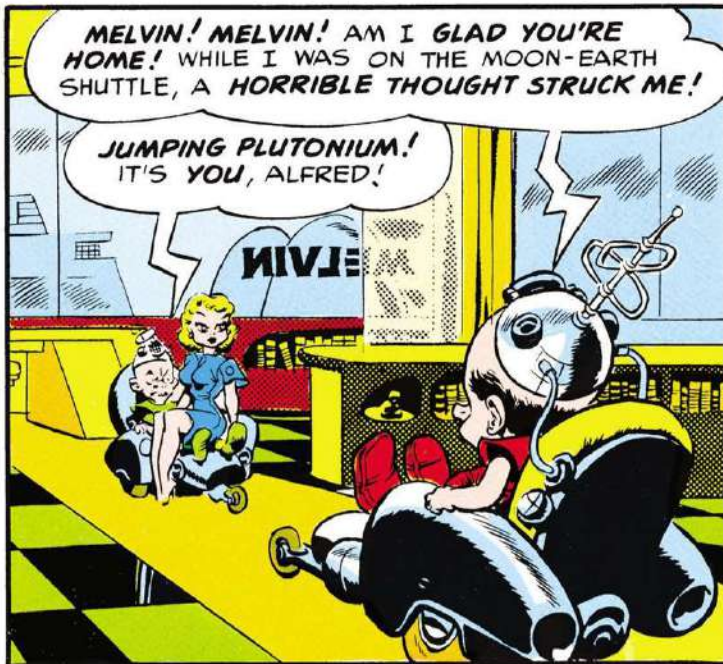


MELVIN, MY BUDDY! ONE OF THE RARE BRAINS THAT STILL THINKS! I'VE GOT TO TELL HIM OF THE CALAMITY THAT MIGHT OVERTAKE US!



MELVIN, MY PAL! HE WILL UNDERSTAND WHAT I AM THINKING! HE WILL SYMPATHIZE WITH ME! AAAH... THERE'S MELVIN'S SKYSCRAPER NOW!





FROM WHAT I READ IN OUR HISTORY BOOKS, THE FIRST PRIMITIVE CAVE MAN WAS MUCH LIKE A WALKING APE!



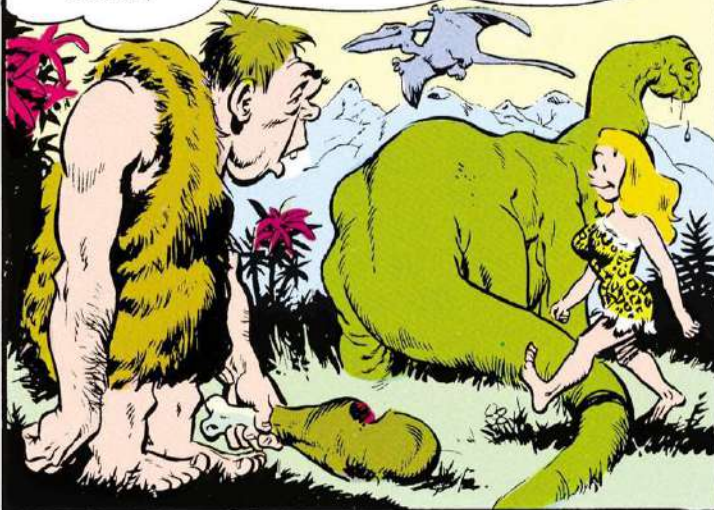
HIS LIFE WAS VERY UNCOMPLICATED! HE NEVER **RODE** ANYWHERE, AS WE DO TODAY! HE HAD TO **WALK**... POOR CREATURE... ON HIS **FEET**!



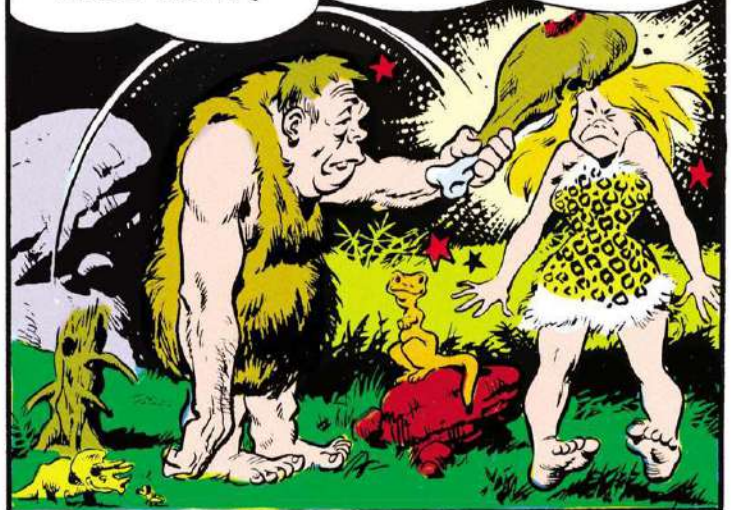
I CAN'T UNDERSTAND WHY, BUT THE WRETCHED THING NEVER HAD **VITAMIN PILLS**, OR... OR **DEHYDRATED MEALS**! JUST **RAW FRUITS, BERRIES, AND SOMETIMES, MEAT**!



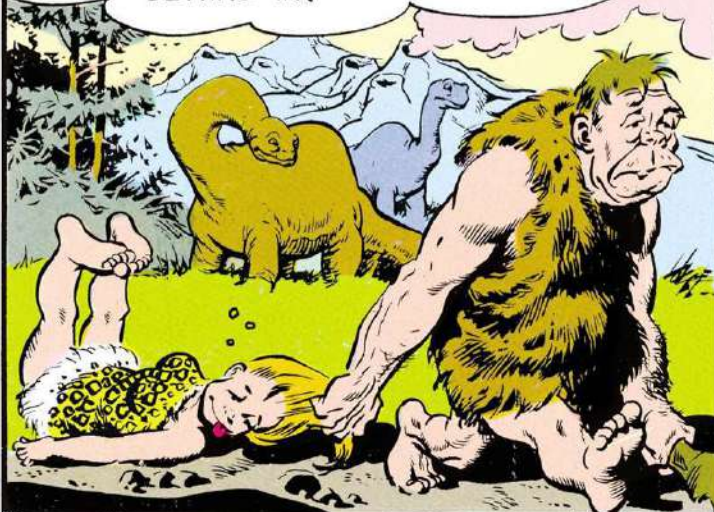
HIS SOCIAL LIFE WAS EQUALLY SIMPLE! AS I UNDERSTAND IT, IF HE SAW A FEMALE HE MIGHT DESIRE FOR A MATE, THERE WAS NO TAKING HER OUT TO A MOVIE OR SOME-SUCH!



HE SIMPLY WOULD **BASH** THE FEMALE ON THE HEAD WITH HIS FIST, OR **SOME** CONVENIENT BLUNT INSTRUMENT, AND **THAT** WOULD BE **THAT**! THERE WOULDN'T BE **ANYTHING ELSE** TO IT!



HE WOULD THEN DRAG THE FEMALE OFF TO HIS CAVE, AND THERE SHE WOULD REMAIN AS HIS WIFE! **SIMPLE! EFFECTIVE! AMERICAN!**... BUT **EVEN THEN**, THE **SICKNESS** WAS SETTING IN!



THAT BLUNT INSTRUMENT.. THAT TOOL!... THAT WAS MAN'S MISTAKE! FOR **THAT TOOL**, WAS THE **FIRST IN A HISTORY OF TOOLS** THAT MAN WOULD FASHION TO DO HIS WORK FOR HIM!



SO WHAT ARE YOU TRYING TO PROVE, ALFRED?

PATIENCE, MELVIN! NOW LET US JUMP FORWARD...



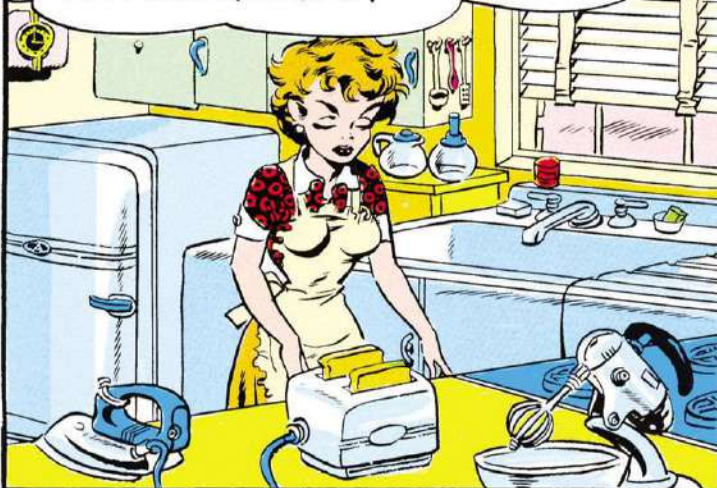
... FORWARD TO THE ANCIENT YEAR OF 1952! HISTORY BOOKS TELL US OF THE TYPICAL **CIVILIZED** HOUSE-WIFE!



BY THEN, MACHINES WERE JUST BEGINNING TO SURROUND HUMANITY! **PUSH BUTTON ELECTRIC LIGHTS! ELECTRIC TIME CLOCKS! VACUUM CLEANERS! AIR-CONDITIONING!**



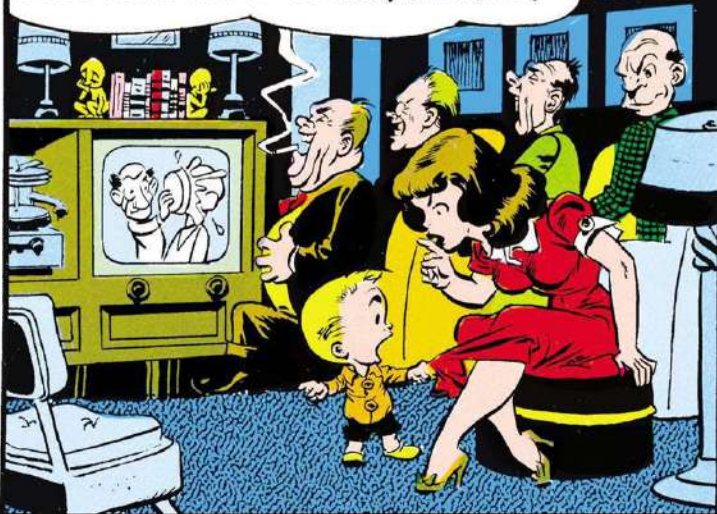
AND IN THE KITCHEN, MACHINES MUSHROOMED LIKE FUNGUS GROWTHS! **AUTOMATIC MIXING MACHINES! JUICING MACHINES! WASHING MACHINES! TOASTING, BAKING, FRYING MACHINES! DRYING MACHINES!** DON'T YOU SEE WHAT WAS HAPPENING, MELVIN?



OUT IN THE STREET, MEN WERE BEGINNING TO **RIDE AND NOT WALK!** AUTOMOBILES, THEY CALLED 'EM! THEY HAD SO MANY AUTOMOBILES, THEY HAD NO PLACE TO PARK THEM! FRIENDS WOULD DRIVE OVER TO OTHER FRIENDS' HOUSES IN AUTOMOBILES...



THEY WOULD GO TO FRIENDS' HOUSES, AND INSTEAD OF TALKING TO THE FRIENDS, THEY WOULD LOOK AT TELEVISION MACHINES FOR A FEW HOURS, AND THEN THEY WOULD RIDE HOME! NOW **DOES THAT MAKE SENSE, MELVIN?**



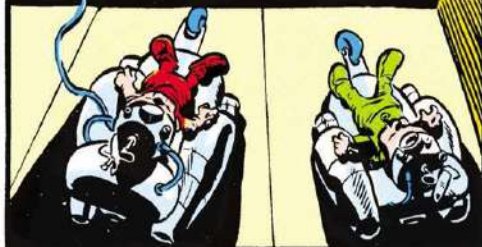
WHEN THEY GOT HOME, THEY WOULD REGULATE THE TEMPERATURE OF THE HOUSE WITH A **THERMOSTAT**, THEN MAYBE GO TO BED COVERED BY AN **ELECTRIC BLANKET**, AND FALL ASLEEP LISTENING TO A **RADIO CLOCK** THAT SHUT ITSELF OFF AND ON! **SEE IT, MELVIN?**



DON'T YOU SEE WHAT WAS HAPPENING?

FRIZZELING PHOTONS!

BEE OORT



THAT'S THE WAY IT WAS IN THE CRUDE DAYS OF 1952! BY 2000 A.D., WORKING MAN'S OFFICE WAS A MASS OF BUTTONS AND SWITCHES!



BY 20,000 A.D., IT WAS NO LONGER NECESSARY FOR A MAN TO LEAVE HIS SEAT ONCE HE SAT DOWN TO WORK!



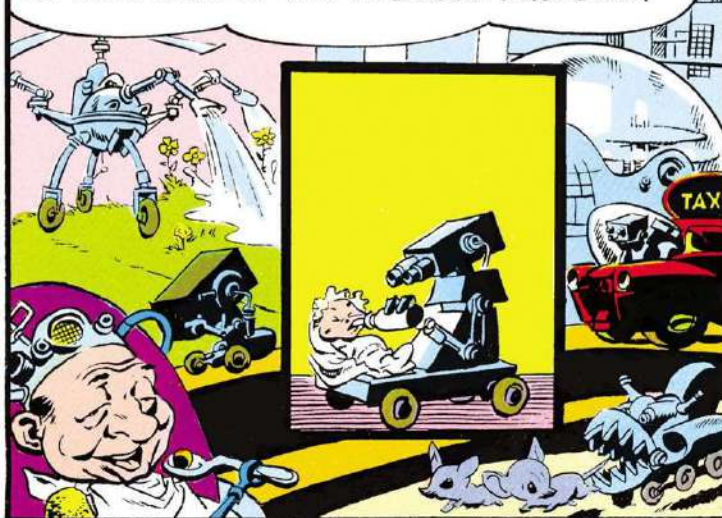
AND BY 100,000 A.D., WOMEN WERE PERMANENTLY FIXED IN A COMBINATION MACHINE THAT WAS KITCHEN, LIVING ROOM, BED ROOM, BATH, ENTERTAINMENT, ETC, ETC, ETC! FINALLY, WE COME TO TODAY!



1,000,000 A.D.! EVERYTHING... EVERYTHING IS TAKEN CARE OF BY MACHINES! WE REST ON A CUSHIONED, MOTOR-POWERED COUCH, WHILE MACHINES TAKE CARE OF OUR EVERY NEED! WE NEVER HAVE TO MOVE TO SATISFY ANY DESIRE!



WE HAVE MACHINES TO FEED US, MACHINES TO CLOTHE US, MACHINES TO AMUSE US, MACHINES TO COMFORT US! MACHINES TO CARRY US! MACHINES TO MARRY US! WE HAVE MACHINES TO TAKE CARE OF ANY POSSIBLE PROBLEM!

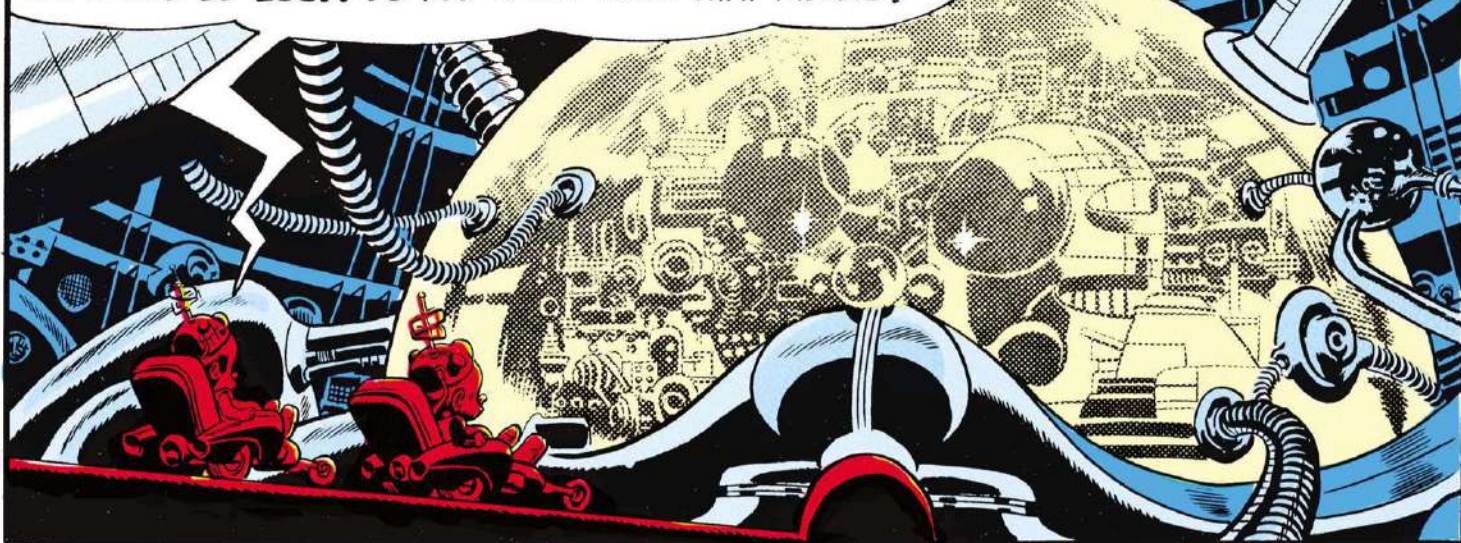


AND LOOK AT US! THROUGH YEARS OF DIS-USE, OUR MUSCLES HAVE SHRUNK, OUR BODIES HAVE WITHERED! WE'RE JUST A BUNDLE OF NERVES! WE ARE BLOBS, I TELL YOU! BLOBS OF FLESH!

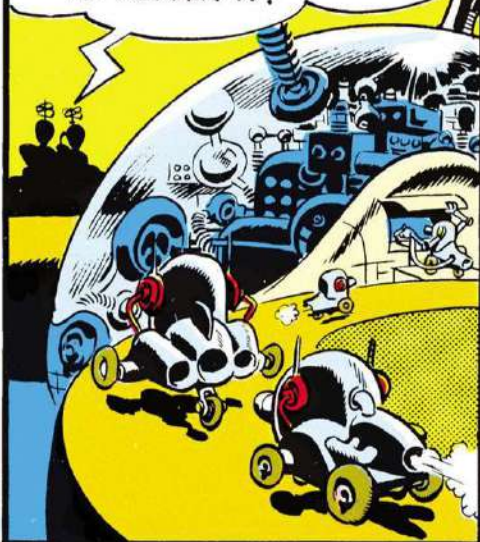


JUMPING PLANETOIDS! TAKE IT EASY, ALFRED! YOUR RIGHT PINKY IS QUIVERING! YOU REALLY ARE EXCITED!

AND THE **HEART** OF OUR WHOLE CIVILIZATION IS THAT **MASTER MONSTER MACHINE** THAT HOLDS THE COMPLEX MECHANISM THAT CONTROLS OUR **WHOLE EXISTENCE!** THE MACHINE WITHOUT WHICH WE WOULD BE **LOST!** DO YOU KNOW WHAT THAT MEANS?



WE HAVE EVEN DEVELOPED A MACHINE TO TAKE CARE OF THE MACHINE... TO FEED IT, TO REPAIR IT!



AND WITHOUT THE MACHINE, WE ARE COMPLETELY **HELPLESS!** SEE OVER THERE! HE ONLY HAS TO **THINK** OF AN ICE CREAM SODA! THE MACHINE GIVE IT TO HIM!



LOOK! LOOK OVER THERE! THAT FELLOW WANTS HIS BACK SCRATCHED! HE SENDS A THOUGHT COMMAND INTO THE MACHINE... IT SCRATCHES HIS BACK!



OVER THERE! THAT ONE WANTS ONE OF THOSE DISPOSABLE PREFABRICATED ROBOT WOMEN... ANCIENT 1952 HOLLYWOOD STYLE! HE PUTS A COIN INTO THE MACHINE AND GETS A ROBOT WOMAN! HAVE YOU NOTICED HOW LESS AND LESS MEN ARE GETTING MARRIED, AND MORE AND MORE OF THESE ROBOT WOMAN ARE BEING SOLD?

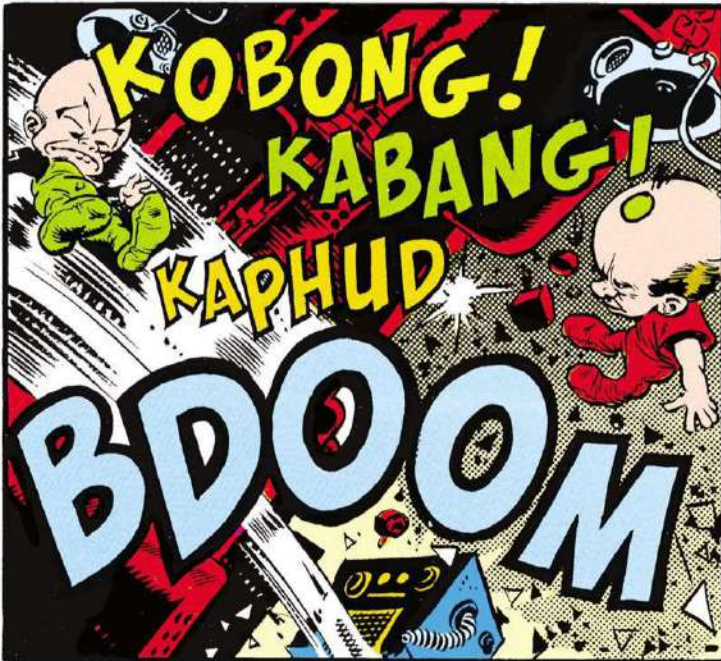
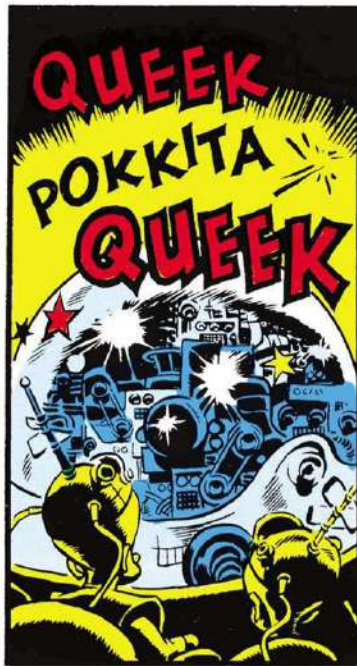


OUR CIVILIZATION IS **GOING TO POT!** WE LIE AROUND FROM DAY TO DAY SEEKING **PLEASURE!** DOING **NOTHING!** GETTING MORE AND MORE **HELPLESS** WITH EACH PASSING MOMENT!

SO... ALFRED! WHAT ARE YOU TRYING TO **PROVE?**

PROVE? PROVE? MELVIN! WHAT... WHAT IF THE MACHINE THAT REPAIRS THE MACHINE... **BREAKS?**

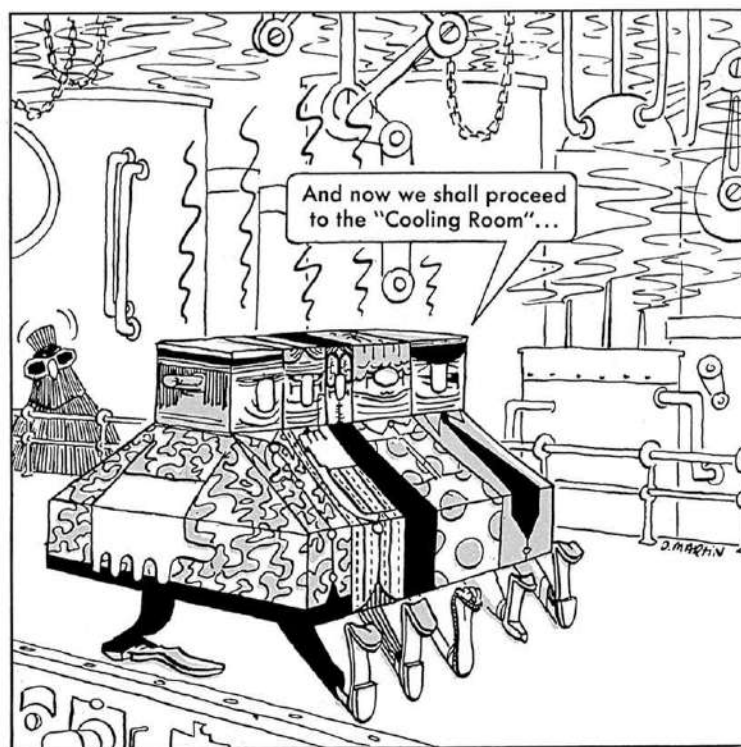
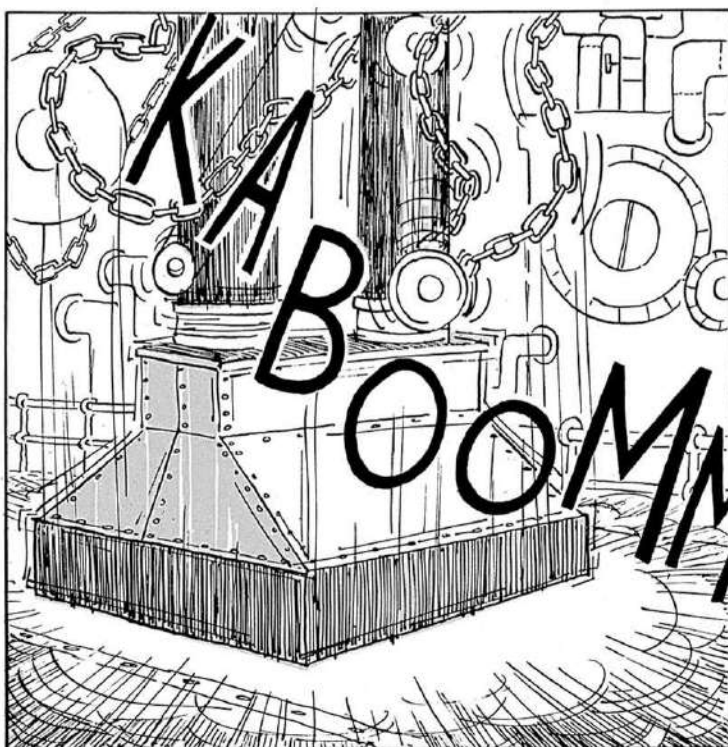
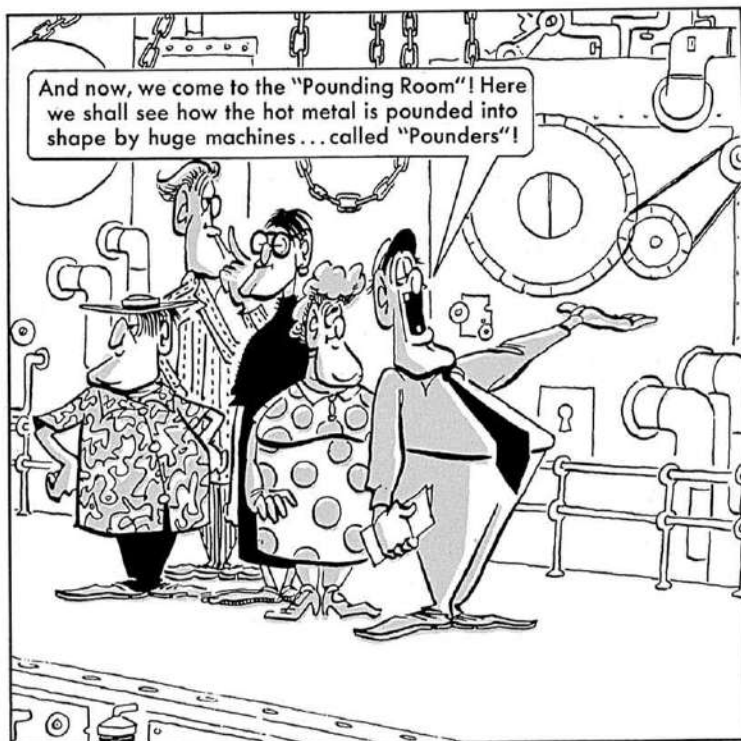


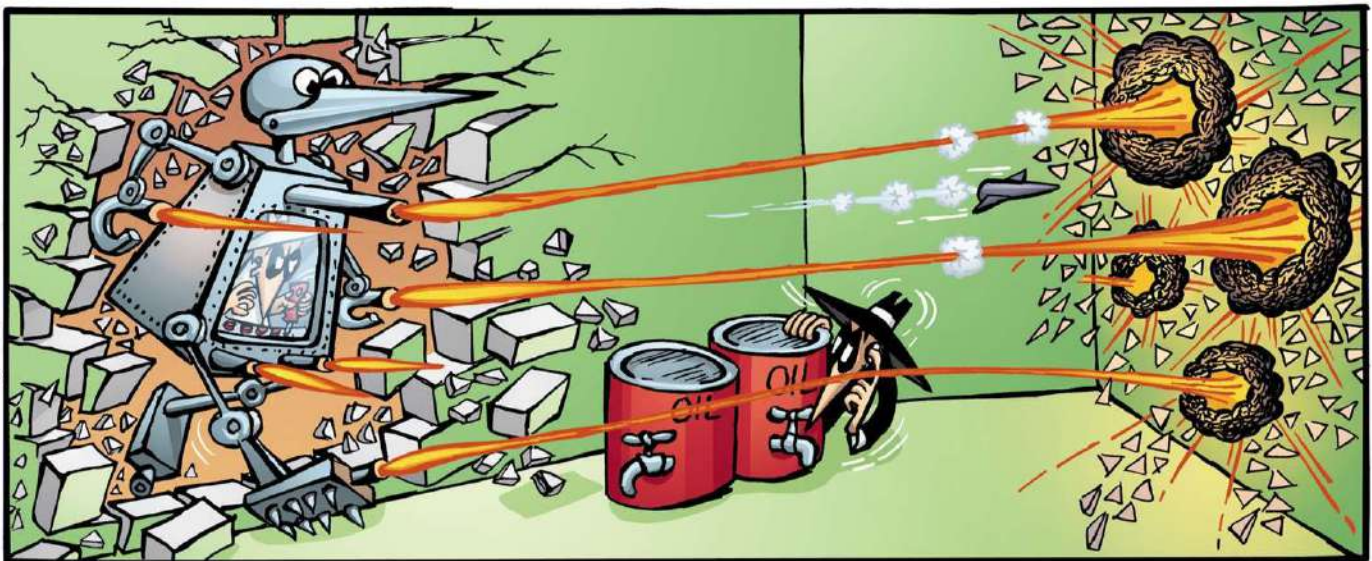
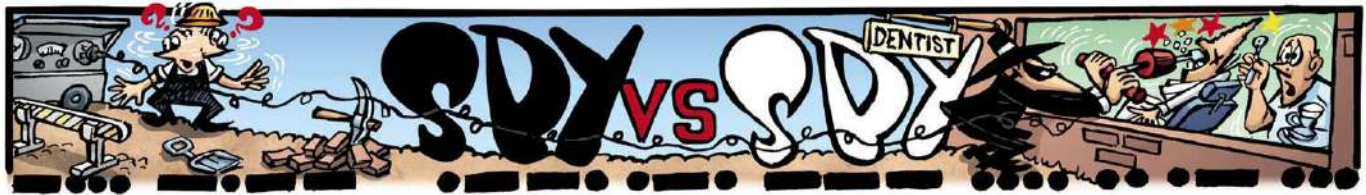


YES, DEAR READER! THE MACHINE **DID** BREAK!

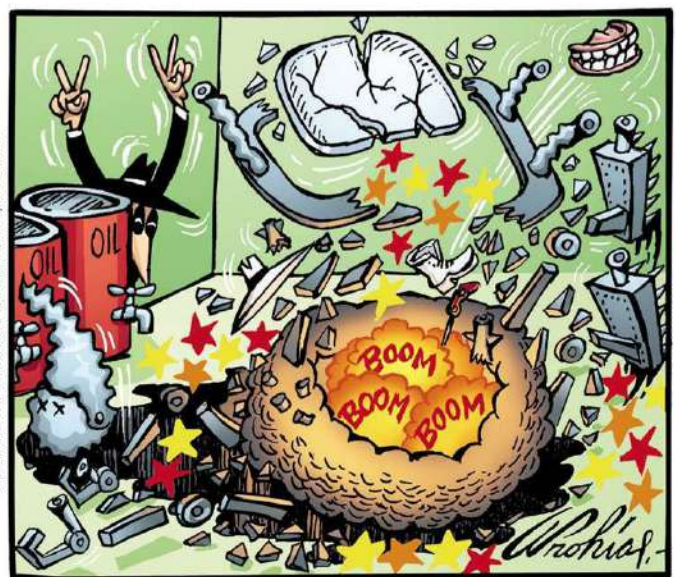
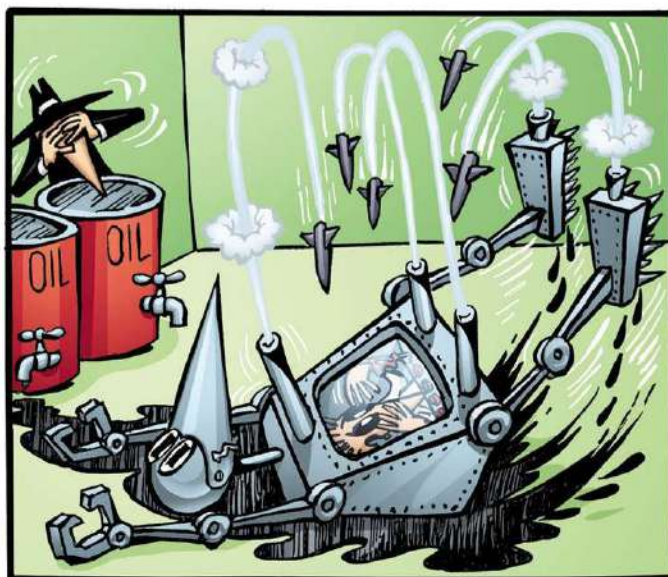
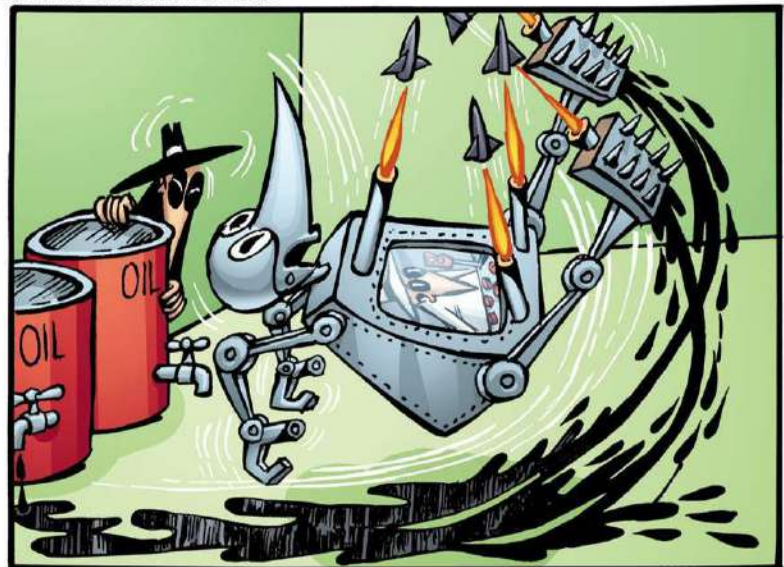


A GUIDED TOUR THROUGH A STEEL FOUNDRY





WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #264, JUL. 1986



SOME FINAL BYTES



FIVE UPSIDES TO THE ROBOT APOCALYPSE

WRITER JEFF KRUSE ARTIST BOB STAAKE

- 1 You can smugly tell Fundamentalist Christians, "Well, the *Book of Revelations* never mentioned robots, did it?"
- 2 It'll take our minds off of the zombie apocalypse that'll be happening at the same time.
- 3 If mankind somehow survives, having defeated the robots, we'll have plenty of spare parts to start building robots again.
- 4 Since they'll almost certainly dismantle our current political system, robocall, ironically, will become obsolete.
- 5 The advent of new, never-before-dreamed-of porn genres.

ORIGINALLY PUBLISHED IN MAD #539, JUN 2016

THE REAL REASONS WHY WE STILL DON'T HAVE FLYING CARS

WRITER KENNY KEIL
ARTIST RICH POWELL

The whole auto industry is in the pocket of "Big Pavement," man!

Because $P=(\theta)i(u)-Y\pi \geq \cos(n)\sqrt{[f]}$! Duh!

Overly complicated controls make it almost impossible to text while flying.

Daewoo's had one out for years but nobody's seemed to notice.

Most people would rather just stay home than have a TSA agent cavity-search them every time they went to go pick up the dry cleaning.

Market research deemed them a lost cause after Michael Bay's *Chitty Chitty Bang Bang* reboot tanked at the box office.

ORIGINALLY PUBLISHED IN MAD #524, DEC 2013

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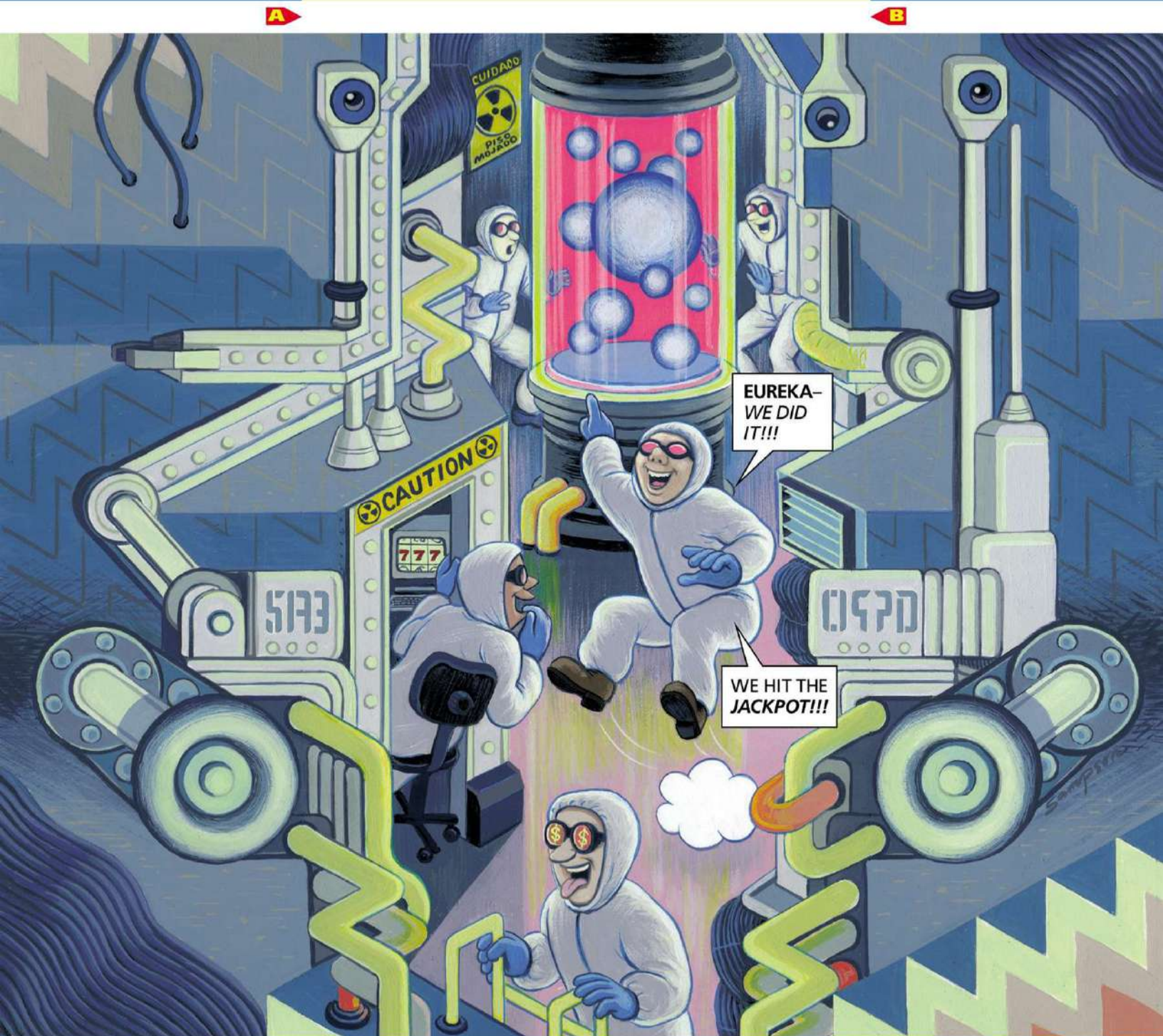
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WHAT NEW
TECH INNOVATION
IS SURE TO MAKE
A KILLING?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

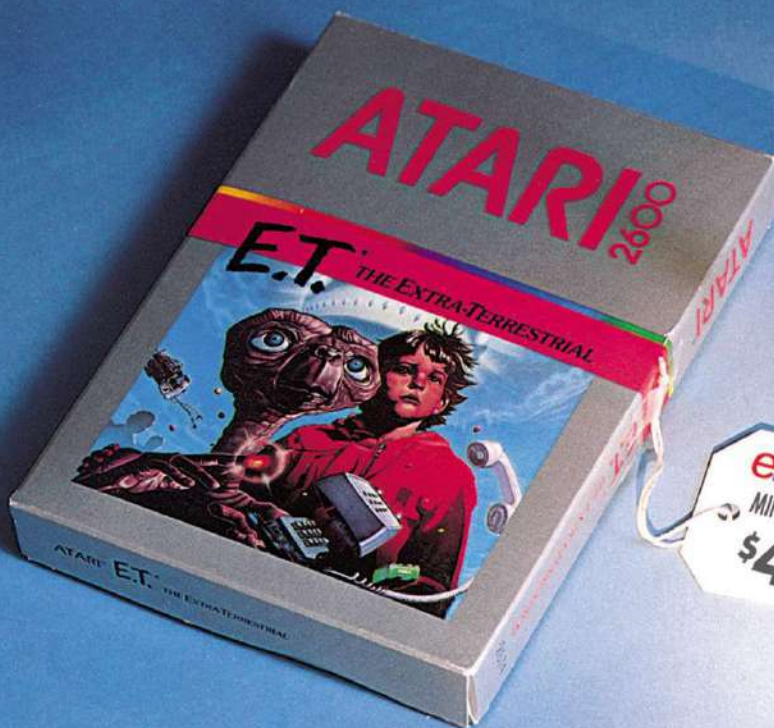
Technology is a reliably profitable industry. A big reason for that is they keep producing gadgets and apps that people can't seem to live without. To see the latest to-die-for device hitting the streets soon, fold in page as shown at right.

SWIPE FROM B TO A TO FOLD



MODERN TECHNOLOGY HAS SEEMINGLY LIMITLESS
POTENTIAL FOR GROWTH—AND INVESTORS WANT A SLICE
OF THE PIE. THIS INDUSTRY IS BOOMING DUE TO
ROBUST CONSUMER DEMAND. TO BE SURE, THERE IS LOTS
OF MONEY TO BE MADE—BUT AT WHAT COST?

OUCH!



ebay SELLER'S FACTORY SEALED,
MINT CONDITION, SUGGESTED PRICE:
\$49,999.99

PHOTOGRAPHER IRVING SCHILD

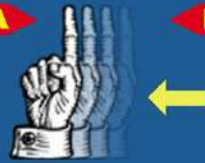
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WHAT NEW
TECH INNOVATION
IS SURE TO MAKE
A KILLING?

SWIPE FROM B TO A TO FOLD

A

B



A B



POLICE

ROBOTS

A B